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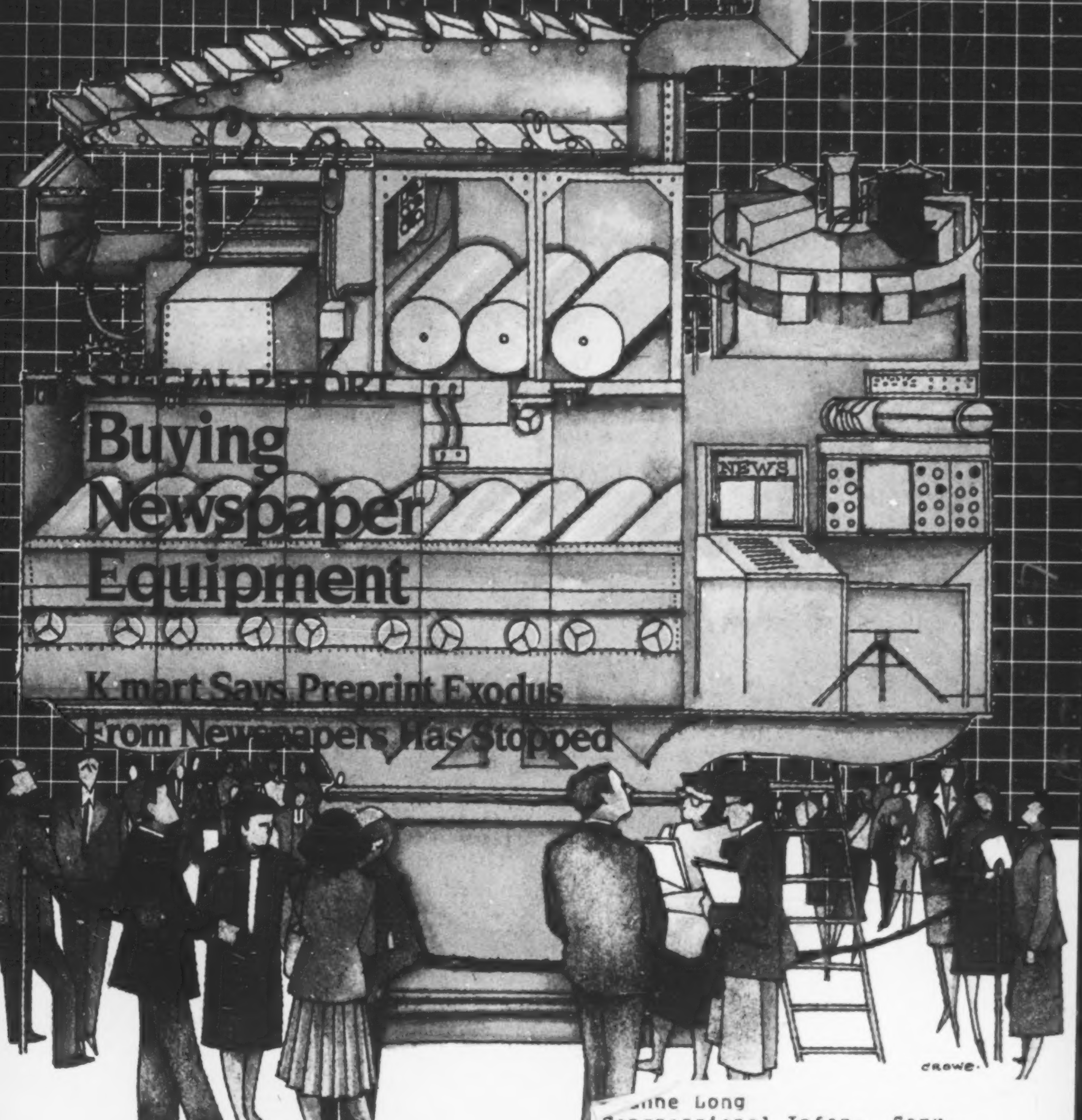

SPECIAL REPORT

Buying Newspaper Equipment

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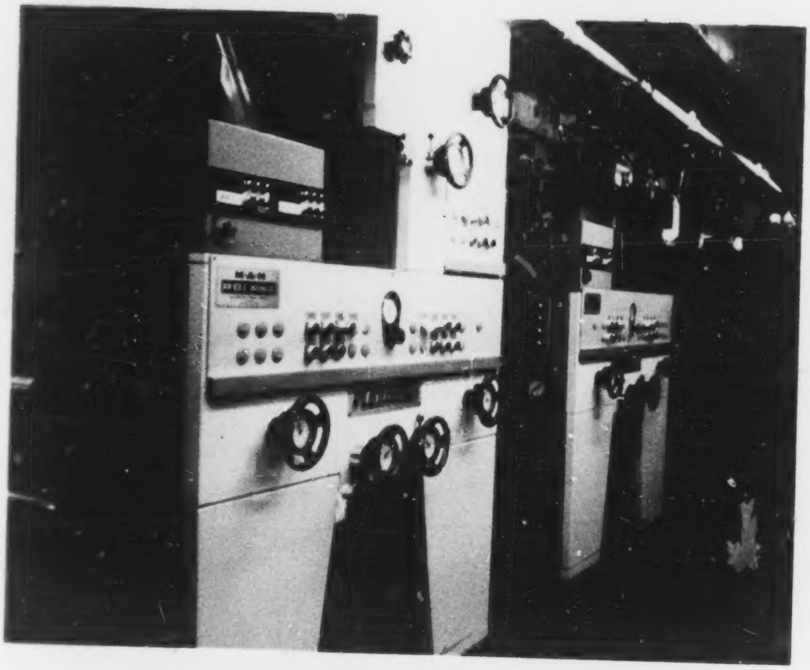

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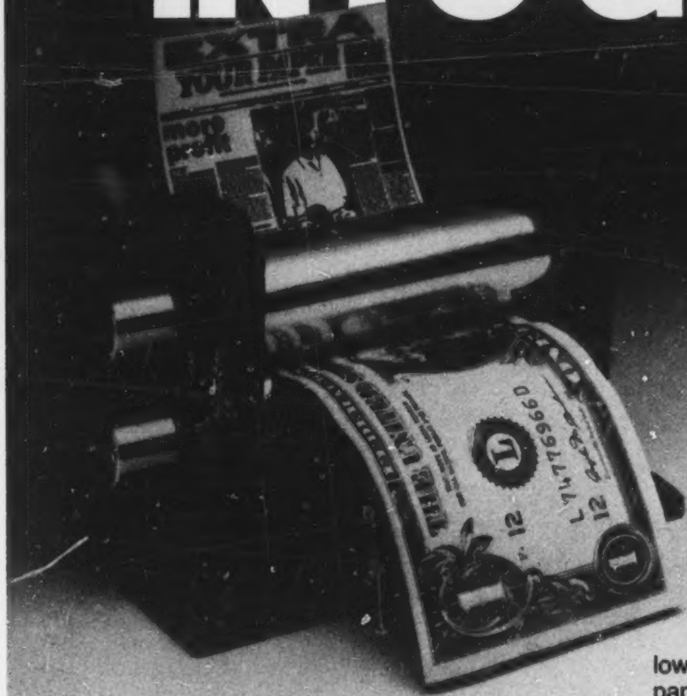

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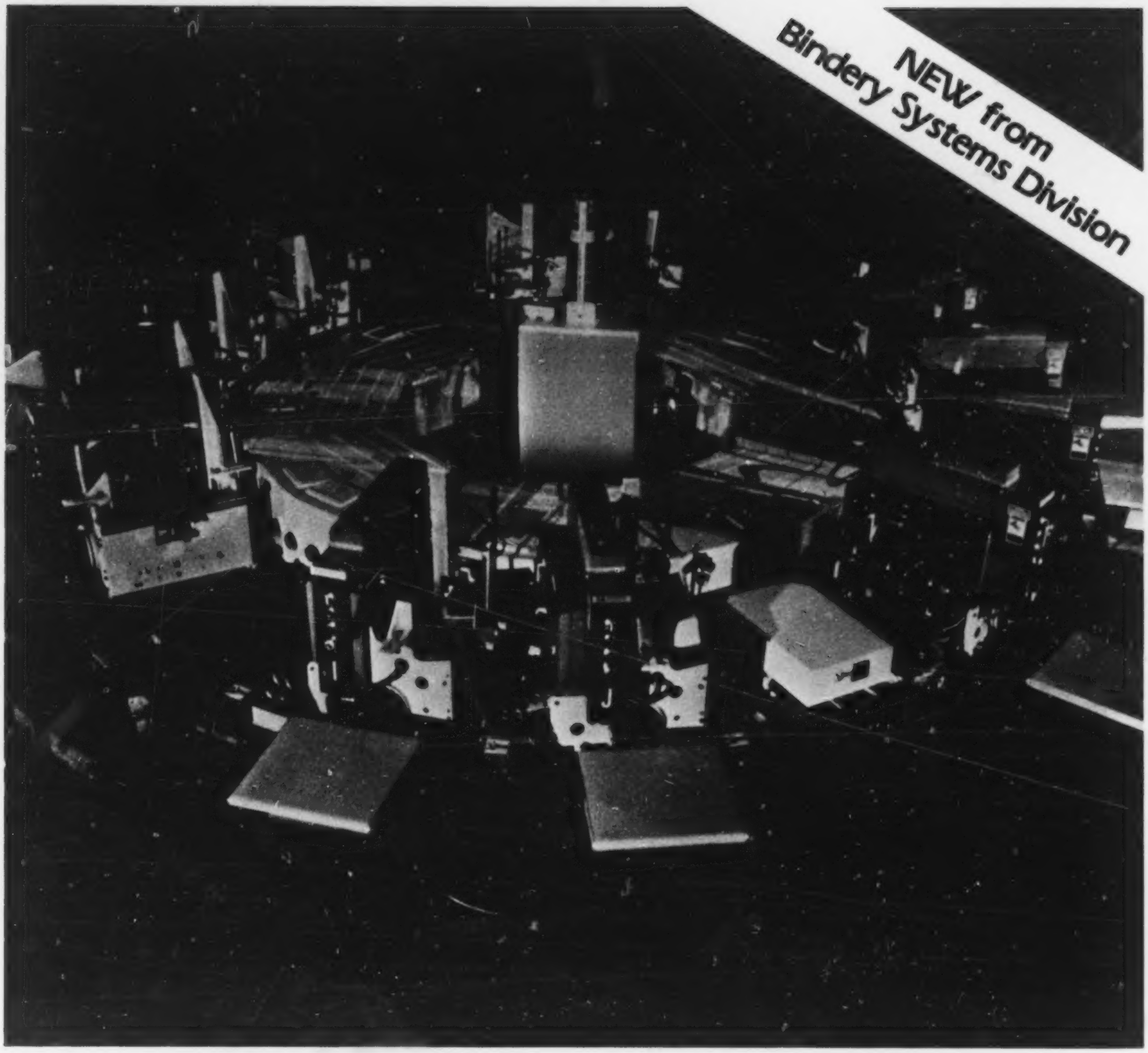

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HARRIS GRAPHICS

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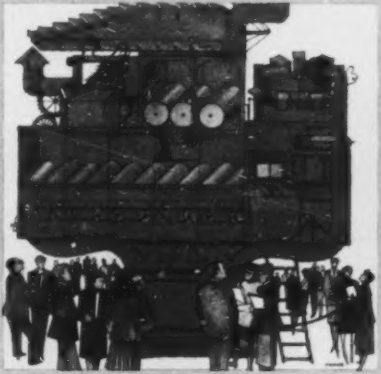

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CHAIRMAN'S CORNER

Newspaper in Education Week can help develop new generation of readers

What has your newspaper planned for Newspaper in Education Week, March 4-8? Nothing yet? Then it's time to get going.

Illiteracy is something we all have to be concerned with for the present and the future. Reading is important to our society as a whole and vital to our business. With the idea of creating present and future readers—newspaper readers—the International Reading Association and the ANPA Foundation three years ago introduced National Newspaper in Education Week.

In the brief time since, NIE Week has taken hold in all 50 states and has spread to other countries throughout the world. The basic idea is to use the newspaper in the total curriculum of the school during March 4-8 to teach reading to all students.

NIE Week seeks to promote an awareness among educators, children and parents of the value of using the newspaper to teach reading. Therefore, even though it is celebrated for one week, the concept could and should be used throughout the school year. This is a project that was started by the reading teachers, and they are the ones taking the initiative in many areas.

Richard J. V. Johnson

Even though newspapers with NIE programs represent 76 percent of the daily newspaper circulation in our country, the idea of using newspapers as part of the school curriculum needs strong public emphasis. And that's what NIE Week does.

Newspapers and reading councils have joined forces in cosponsoring this program. The results have been overwhelming—supplements have been created, written by both children and newspaper staffs; "Create an Ad" contests have been launched with advertisers paying for ads produced by children and run ROP; essay contests on important issues have been offered, etc. In almost every state, there has been cooperation between each reading council, newspaper and press association to make this program a success.

If you are a daily or weekly and would like to celebrate NIE Week, contact your state press association or ANPA Foundation for detailed information on creating an effective and educational project.

Both ANPA Foundation and the International Reading Association are offering promotion ideas, including a free ad to be run in your paper. Also, there is a camera-ready curriculum available for you to offer to your teachers for use in classrooms at all grade levels.

Don't hesitate to celebrate this week. Remember that the future of our business lies in the minds of the children of the present—the leaders/readers of the future.

Dick Johnson

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Chairman and President

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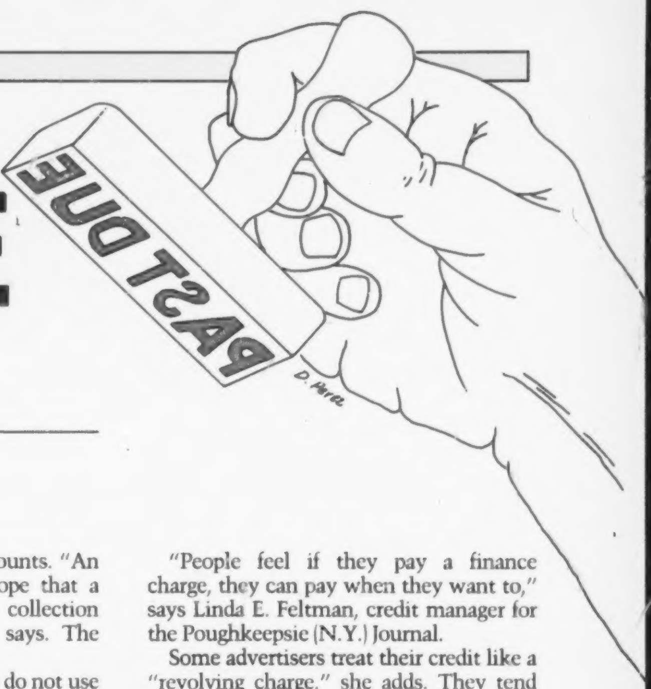
CARROT OR STICK?



PAST DUE

Newspapers use various techniques to induce advertisers to pay up

BY MARGARET GENOVESE
presstime staff writer

Past-due accounts spell problems with a capital P for newspapers. Late payments crimp cash flow. They eventually can require that a newspaper spend money to collect the bill. They even can result in accounts' being written off as bad debts.

Newspaper companies employ a number of techniques to prevent such problems. One is to take the carrot approach, offering discounts as incentives for prompt payment. A more controversial practice is the stick approach—penalizing delinquent creditors by adding late-payment fees onto unpaid balances.

"It's kind of like children," says Lyle Thomas Ashton, controller of The Daily Chronicle in Centralia, Wash., explaining why that paper has both a late fee and an early-payment discount. "You can give them a spanking or you can give them honey to get them to do what you want. Most people would prefer the honey. But there are some people out there who need the extra (incentive) of the finance charge."

Although there are no up-to-date statistics on how prevalent late fees are in the newspaper business, a 1980 survey by the International Newspaper Advertising and Marketing Executives showed that 52 percent of the several hundred responding newspapers said they assessed carrying charges for late payment by advertisers. More than 75 percent of the papers with late-payment fees had instituted them in the previous five years.

The INAME survey indicated that late fees are more common among smaller newspapers like the Centralia daily. Sixty-nine percent of newspapers with circulation of less than 20,000 had carrying charges, compared with only 40 percent for newspapers in the 100,000-200,000 range and 20 percent for those with more than 200,000 circulation.

Alfred W. Kearns, credit manager of The Blade of Toledo and secretary-treasurer of the Advertising Media Credit Executives Association, explains that smaller papers tend not to have separate staffs to handle delinquent accounts. "An easy way out would be to hope that a penalty would serve as the collection technique for them," Kearns says. The Blade does not have a late fee.

The reason more newspapers do not use late fees may lie in the mixed reaction from newspapers that have them.

On the positive side are the Providence Journal and Bulletin. Four years ago, they adopted a 1.5-percent-per-month late charge for accounts more than 30 days old. At that time, recalls Credit Manager John Volpe, some larger advertisers were "hanging onto their money," keeping it in the bank in order to take advantage of high interest rates. Today, these larger advertisers are paying within terms and without repeated dunning. He attributes the change to the late charge.

"You take an account that may run up charges anywhere from $40,000, $50,000, $60,000 a month," says Volpe. "My God, 1.5 percent of that runs into quite a bit of money."

In addition to being assessed a late charge, Journal and Bulletin advertisers more than 30 days in arrears are put on a "hold" list, which means they may not buy more space until they settle up.

Another company pleased with its late-fee policy is the Newspaper Printing Corp., which performs business, advertising, circulation and production functions for The Tulsa (Okla.) Tribune and the Tulsa World. The late fee "has made quite a difference around here," says Credit Manager Sam E. Smith.

According to Smith, the company in 1981 instituted a 1.5-percent-a-month late fee for payments not in hand by the 25th of the month. The policy helped stem an increasing practice of creditors who put off paying their bills until the last day of the month. Those late payments made it difficult for the newspaper agency to meet its payroll, Smith says.

On the negative side, some newspaper executives maintain that late fees impede cash flow and antagonize advertisers.

"People feel if they pay a finance charge, they can pay when they want to," says Linda E. Feltman, credit manager for the Poughkeepsie (N.Y.) Journal.

Some advertisers treat their credit like a "revolving charge," she adds. They tend to make partial payments on the bills—like payments on an installment loan—and not pay off their balances at one time.

Ronald O. Johnson, controller at The Idaho Statesman in Boise, says the paper has considered dropping its 1.5-percent-a-month late fee because it "causes a lot of ill will with the advertisers."

But Johnson adds that he would have to figure out a way to make up the money the newspaper would lose by abolishing the fee. "Our receivables balance is large enough that (the late fee) has almost become a source of revenue for us," he says.

Other problems can arise when late fees are not applied consistently.

Some newspaper executives acknowledge that they do not vigorously pursue late-fee payments if advertisers refuse to pay them.

However, failure to treat all advertisers uniformly could leave a newspaper open to an antitrust lawsuit. Volpe of Providence says his company, on advice of its attorney, strictly applies the late fee. "Either charge everyone or you charge no one," he says.

The secret to successful implementation of late fees is close cooperation between the credit and the sales departments, Volpe continues. Both are necessary to impress upon the advertiser that the newspaper is serious about enforcing the policy.

If a newspaper has a late fee, that fact should be noted not only on its invoices but also on advertising rate cards and contracts, advises James Ralph, vice president of ANPA/Credit Bureau Inc.

Credit experts also recommend that because late fees may be considered a form of interest, newspapers should consult state usury laws for possible rate ceilings and other restrictions. ☐

LOCAL BUSINESS

BY BARBARA J. FRIEDMAN
presstime staff writer

New York CityBusiness and Crain's New York Business—non-daily tabloids in the Big Apple—use color that might turn the daily press green with envy.

Semimonthly CityBusiness recently offered a red-and-yellow chart on gold futures and a four-color map of the Bronx. The charter issue of the weekly Crain publication used four vividly colorful photographs.

Gerard Bray, a New York Post editor, calls the specialized business papers "splendidly produced." But he adds, "Any store can put out a good display window. The issue is the quality of the stock."

The quality has been good enough to sustain the rapid growth of a new, local business press in many large and medium-sized cities across the country in the last five years. The papers, publishing anytime from weekly to monthly, now number more than 30.

Richard C. Fox, publisher of the Baltimore Business Journal, calls the medium "the hottest category in print."

But dailies, whether they agree with that claim or not, do not appear to feel threatened.

While acknowledging the growth of the local business press, most of the daily newspaper editors interviewed by **presstime** say it has not changed their business coverage. The demand for business news, not local competition, has prompted larger staffs and broader coverage, they say.

And in several cases, the business press offers research showing that readers buy the local daily as well as the local business tabloid. Fox says his Baltimore publication is "not a replacement at all. It's more of an enhancement read. I guess you could liken it to STP in gasoline."

For their part, editors at the specialized papers describe their publications as being among many sources feeding the public's enormous appetite for news about making and losing money. But they add that the business journals offer local fare overlooked and sometimes scorned by dailies.

Dan Miller, editor of Crain's Chicago Business, sister to Crain's New York Business, says, "The local business community wants to know about itself." Local dailies don't fill the need, he says. They "don't want to get their hands dirty writing about local companies . . . which is good for us."

Terry Brown, business editor of the Chicago Tribune, puts it differently. The Tribune's range is national, regional and local versus Crain's primarily local focus. "Our mandate is broader," he says. Crain's covers "small companies we might tend to ignore."

Noting that Crain's is "very effective in marketing itself," Brown says, "They think we are fat and lazy. We think for a daily section we're the best product in town."

The Baltimore Business Journal's Fox says that the stronger the daily business section, "the better for us because it draws attention to business news." But those sections "have to give a little something to everybody"—wire stories, general articles, stock tables and "a smattering of local business stories. . . . Everything we do has a Baltimore hook."

Overall, then, daily newspapers appear to have done little more than take notice of these new publications, perhaps because the local business press has not tended to siphon away their subscribers.

That could change, however, as the business papers go after some of the same advertisers that have been using the general-circulation press. Like dailies, most local business papers live or die on advertising revenue. And a will to live has made New York CityBusiness sell hard against The New York Times and The Wall Street Journal.

The local business papers aim to please advertisers with demographic profiles that show subscribers are frequently executives with personal wealth. Unlike mass-medium dailies, the local business press courts a narrowly targeted audience.

From the Lakes to the Seas. In local business-press chronology, 1979 rates as the olden days. That year, 17 local and regional press publishers formed the trade group, Association of Area Business Publications. Lewis M. Conn, executive director of the Louisville-based organization, says today the association has 88 members and six applications pending. Members must be audited and publishing for at least a year, so membership does not include all the regional press.

"Every month somewhere, somebody is setting up a local (non-daily, business) newspaper," says Fox.

Bray, an editor on the New York Post's Business Tuesday section, agrees that business papers "are springing up everywhere." But he maintains that long before the emergence of the local business press, daily newspapers were already responding to readers' demands for more business news and information.

Planning for Business Tuesday, first published last September, was under way before anyone knew about Crain's New York Business and New York CityBusiness, Bray reports. And according to Brown, the Chicago Tribune's planning for its big push in business coverage occurred in the mid-1970s.

Compared to the dailies, the local business press has low overhead, limited press runs and small staffs. But where small-scale entrepreneurs once had easy entry into the field, growing capital requirements now are raising walls.

"It's a rapidly changing industry," says AABP's Conn. "It was possible 10 years ago to start a local business (publication) for considerably less than $100,000 and make a go of it. Today . . . publications in a medium-sized market will budget over $1 million" for the first year and a half of operations.

MCP Inc. of Minneapolis, owner of year-old New York CityBusiness, has provided "several millions of dollars' backing," says Publisher Mark Wm. Hopp. The paper does not expect to turn a profit for about one more year, he adds.

At six-year-old Crain's Chicago Business, Publisher Joe Cappo declines to disclose 1984 profits but says gross revenues were $9.2 million. The paper made its first profit in 1981 on revenues of $4.37 million, but Cappo says advertising and circulation sales have risen every year.

The Chicago journal and the one that began publication Nov. 5 in New York City are part of Crain Communications Inc., owner of publications that include Advertising Age and another business tabloid in Cleveland. In addition, Crain's Detroit Business is scheduled to start publication Feb. 4.

Crain's ownership of several business

PRESS

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Green Stripe proposal nears decision point
By Neil Barsky
NOV 19-30, 1984 50¢
Who got what in the DLJ deal?
FEATURE STORY
South's barons
PAID

C. David Rambo

publications is not unusual. In fact, group ownership seems to be increasingly the rule in the local business press. Companies find it more efficient to produce several rather than one publication, Conn says.

Editor Quickel of New York CityBusiness says MCP owns five other business publications, and "the idea is to have a string of these things across the country ultimately."

Indianapolis-based Business Journal Publications Inc. also owns six local business publications, including the Baltimore Business Journal.

Scripps-Howard's Cordovan subsidiary publishes the most papers in the field, 12.

Continuing growth means that in some cities, local business papers go head-to-head. Crain's New York Business and CityBusiness are direct rivals. Local business papers also compete in Pittsburgh, Philadelphia and Buffalo. And Fox says Journal Publications by the end of March will start a new business tabloid in Dallas, where Scripps-Howard publishes the Dallas/Fort Worth Business Journal.

So far, no one predicts a shakeout anytime soon. "I don't think the field is that full," says Louis M. Kohlmeier Jr., director of The National Center for Business and Economic Communication at American University, Washington, D.C..

Kohlmeier also says metropolitan dailies and The Wall Street Journal have not yet felt the effects of the local business press or appreciated its significance. He cites Crain's Chicago Business as an example of a local business publication that has "done a good job." Some others, he says, see themselves as "not much more than" promotional agencies for cities and regions in which they publish.

A pattern of flattering stories exists in some local business publications just as in some newspapers, Miller of Crain's Chicago Business acknowledges. But "the best of the . . . (specialized business) press does not pander to business," he says.

Upper-crust demographics. Advertising in local business papers costs more per thousand readers than in dailies, according to Conn of AABP. But, he maintains, the money is more effectively spent. Advertisers avoid "waste" circulation by appealing to a selective business audience rather than to the mass market.

Whatever the reason, business papers are getting advertising, although to greatly varying degrees. Real estate, financial services and luxury goods were the most frequent categories in recent copies of 17 different publications, published by three companies, reviewed by **presstime**.

CityBusiness' Quickel says readers' demographics will entice new advertising dollars "set aside for us." For now, CityBusiness is succeeding in winning advertising from dailies, he says.

The Baltimore Journal's Fox, who acknowledges that his paper competes directly with newspapers for advertising, says "a lot of new dollars have been created" as "budgets expanded to take us in." Also, he believes his paper has won a "lot of business dollars" from direct mail.

According to its promotional material, the Baltimore business paper has unaudited circulation of 12,000, of which it claims 7,500 is paid. The packet tells advertisers the number represents circulation as of last Nov. 5 and that an Audit Bureau of Circulations audit is pending.

In Phoenix, the weekly Business Journal owned by Scripps-Howard had 2,614 paying subscribers out of an audited circulation of 12,318 for the six months ended June 30.

During the same period, one of the largest publications in the field, Crain's Chicago Business, had 39,432 paying subscribers out of an audited circulation of 46,551, according to ABC.

At New York CityBusiness, where audited figures are expected shortly, unpaid circulation is 105,000 by the paper's recent count. The copies reach subscribers by second-class mail. Quickel says more than half of the subscribers requested CityBusiness, making the publication eligible for second-class mail. The paper is also trying to sell 40,000 copies at 50 cents each from newsracks and newsstands.

In glossy packets for potential advertisers, Crain's Chicago Business offers a finely drawn portrait of its readers—64.5 read the Chicago Tribune and 28.1 the Chicago Sun-Times; 79.7 percent hold stock; median household income is $72,600; 72.5 percent fly on business; 35.6 percent are presidents, board chairmen, chief executive officers, owners or partners. The research even covers the liquors and cars readers prefer.

At the Chicago Tribune, Brown says his paper also has "upscale demographics," and he sees the Trib and Crain's Chicago Business going after the same market.

At The New York Times, which is adding 10 people to its business reporting staff, a spokesman said the local business press "would have a tough time beating our demographics." Elliot M. Sanger added, "I don't even know that we consider them competition at this point." ☐

OTHER ADVERTISING BUREAUS

Television, radio, cable TV, *magazines, billboards— each has a counterpart of newspapers'* NAB

BY MARGARET GENOVESE
presstime staff writer

What the Newspaper Advertising Bureau is to daily newspapers, the Television Bureau of Advertising is to television stations.

And the Radio Advertising Bureau is to radio stations.

And the Cabletelevision Advertising Bureau is to cable-TV systems.

And the Institute of Outdoor Advertising is to billboards.

And the Magazine Publishers Association is to consumer magazines.

The purpose of each of these organizations is to promote a particular medium to advertisers and advertising agencies.

To each other, they are competitors.

"We try to have open, honest, aboveboard competition . . . to promote our strengths and, where it makes sense, capitalize on the competitors' weaknesses," says NAB President Craig C. Standen. "That's the nature of the beast."

"They are hired by their industries to put their best foot forward; we are hired by our industry to put our best foot forward," he notes.

Yet despite the ongoing competition, the bureaus have areas in which they cooperate. Recently, for example, Standen met with his counterpart at the Television Bureau of Advertising to discuss the possibility of further governmental restrictions on alcoholic-beverage advertising.

The bureaus also draw many of their members from a common source—multimedia corporations. Currently, the elected leaders of five of the six major bureaus come from companies that own newspapers:

- NAB Chairman Tom Johnson is publisher and chief executive officer of the Los Angeles Times, which is flagship of The Times Mirror Co. that also owns magazines, TV stations and cable-TV systems.
- The Television Bureau of Advertising chairman is president of the broadcasting and entertainment division of Harte-Hanks Communications Inc., a major publisher of daily and weekly newspapers.
- The Cabletelevision Advertising Bureau chairman is chairman of Colony Communications, a subsidiary of the Providence Journal Co.
- The Institute of Outdoor Advertising chairman is a vice president of the Gannett Outdoors Group, an arm of Gannett Co., owner of the largest group of U.S. dailies and weeklies.
- The Magazine Publishers Association chairman is president of the Publishing Group of Meredith Corp., which owns 22 community weeklies.

Only the Radio Advertising Bureau's chairman comes from a company with no newspaper holdings, Westinghouse Broadcasting and Cable.

Like daily newspapers, the television, radio and cable-TV businesses have organizations whose only mission is marketing the medium.

The advertising and promotional arm of the magazine industry, however, is connected to the multi-faceted Magazine Publishers Association. And the Institute of Outdoor Advertising is affiliated with the Outdoor Advertising Association of America.

The major organizations range in age from four to 72 years and in budget from less than $2 million to well over $12 million.

The Newspaper Advertising Bureau, the oldest, was founded in 1913 as the Bureau of Advertising of ANPA, although it was financially independent from ANPA from the outset. Its name was changed to NAB in 1973.

With 142 full-time employees, NAB outnumbers the next largest bureau staff by more than 2-to-1. NAB's budget of $12.5 million for the year ending May 31, 1985, is almost double the next-highest reported budget figure.

The biggest of the other-than-newspaper ad bureaus is TvB with a staff of 64 and a 1985 budget of $6.8 million.

"Each one serves a good purpose," says John H. Meskil, executive vice president media/administration for Warwick Advertising Inc., a New York City advertising agency. "They do a good job in promoting the particular medium they are there to promote."

NAB is, of course, well-known to people in the newspaper business; less well-known are the others.

TvB: satellites and incentives. The Television Bureau of Advertising celebrated its 30th birthday last year by entering the satellite age.

In January 1984, it began beaming a monthly, 25-minute video report to its approximately 600 member television stations by satellite. The TvB Satellite Sales Meeting, as it is called, provides members with an update of TvB activities.

One recent program, for example, featured a report by a TvB official on the business outlook, a staff member's interview of a retailer, a segment on the new brochures prepared by TvB and several videotaped "sales ideas" submitted by member stations. It also contained an analysis, prepared by the TvB's Research Department, of changes in newspaper advertising rates.

"We sell against all media," says President Roger D. Rice, who has led TvB for the past 10 years. "Our mission is to sell television and to see that more advertisers utilize television well, rather than waste their money in newspapers, magazines, radio or rock painting."

In addition to TV stations, TvB also counts as members the three major TV networks, 16 advertising "rep" firms, and a group of program producers and syndicators.

TvB has offices in six cities: New York, Atlanta, Chicago, Dallas, Detroit and Los Angeles. According to Rice, the bureau has a program of "incentive compensation" for key executives and all sales

Despite the regular and continuing competition, the bureaus have areas in which they cooperate. They also draw many members from a common source.

people tied into specific goals, such as increasing attendance at sales training conferences or "reindoctrinating" the sales staffs of every member station at least once a year.

TvB recently relocated its New York City headquarters to 477 Madison Ave. from 485 Lexington Ave., where for several years it was housed in the same building as the Newspaper Advertising Bureau and the Radio Advertising Bureau.

RAB: Restructuring, going on-line. Some of the Radio Advertising Bureau's promotional material refers to it as the "new" RAB.

Under President and Chief Executive Officer William L. Stakelin, who took over in 1982, RAB has initiated a "rebuilding program." The first radio broadcaster to serve as RAB president in the organization's 34-year-history, Stakelin says a long-range marketing plan has been developed, staffers added and new programs begun.

Among other things, RAB recently made co-op advertising information available on-line to members' personal computers and began publishing a monthly magazine, Sound Management, for station advertising executives.

Next largest in staff size after TvB, RAB's 55 employees work in offices in seven cities: New York, Atlanta, Chicago, Dallas, Detroit, Los Angeles and San Francisco. RAB's 1984 budget was in "the $5-million range," according to an RAB spokesman.

Commenting on RAB's sales strategy as it relates to the other media, Stakelin says: "My personal philosophy, and the way we teach and the way that we do things here, is to make sure people can sell radio."

However, RAB does not hesitate to play up the strengths of radio compared to newspapers and other media in its current advertising campaign, "Radio—red hot because it works."

And it is quick to call attention to what it sees as misleading information put out by other competing ad bureaus.

CAB: starting from scratch. Established in 1981, the Cabletelevision Advertising Bureau is the youngest of the major bureaus.

"In some areas we are starting from scratch," says CAB President Robert H. Alter, who explains that the bureau was charged with not only luring advertisers to cable but also making cable system operators aware of the potential of selling local advertising. Four years ago, the only systems selling local ads served only 5 to 10 percent of all cable subscribers, says Alter. Today, he estimates the reach to be about 50 percent.

CAB has not done any comparative media presentations, according to Alter, who came to CAB after 22 years on the RAB staff. "Our concern right now is to position cable as a medium unto itself." However, he adds, "if we are doing anything that resembles competitiveness, it is where cable fits into (broadcast) television."

CAB's first advertising campaign, run for six months in 1984, played on Einstein's theory of relativity with the tag line "Effectiveness equals more cable."

Differences between CAB and other bureaus are ones of "scale," says Alter. "We are dealing with a medium that is not at the same level of maturity or sophistication."

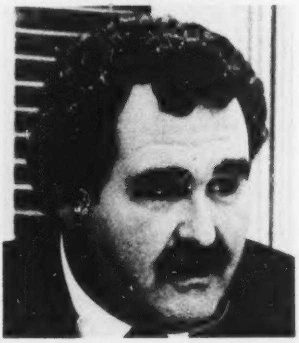
CAB counts 250 "corporate entities" as members, including system operators, networks and advertising rep firms. The bureau's 1985 budget will "approach $2 million," accord-

Roger D. Rice

TvB

RAB

William L. Stakelin



CAB

Robert H. Alter

Marianne Howatson

MPA

IOA

William N. Wilkins

ing to Alter. It employs 14 people in its New York City office at 767 Third Ave.

MPA: window of opportunity. At one time the magazine industry had a separate promotional organization. But it was merged into the Magazine Publishers Association so long ago that Marianne Howatson, MPA senior vice president/marketing development, does not know when or exactly why the merger took place.

The five-person staff of MPA's Marketing and Development Department serves as the consumer magazine industry's advertising bureau. The staff conducts research, makes presentations to advertisers, issues periodic newsletters, conducts seminars around the country, sponsors an annual contest—in short, it does most of the things that the other major bureaus do.

"We generally try to present the best side of our medium instead of initially being competitive," says Howatson, who joined MPA two years ago after serving as associate publisher of Penthouse and Omni magazines. However, in 1982 MPA began an advertising campaign highlighting the erosion of the network television audience. Its tag line was "Magazines reach people you can't get through ordinary channels:" Says Howatson: "What we were doing was seizing a window of opportunity."

Of the association's overall annual budget, about $1 million is used to promote magazines as an advertising medium. With offices at 575 Lexington Ave. in New York City, MPA represents almost 800 different consumer magazines in the United States.

IOA: the great outdoors. The category of advertising known as out-of-home is represented by three different promotional organizations.

The Institute for Outdoor Advertising is the largest and promotes the use of so-called "standard" billboards—those measuring 12 feet by 25 feet, and 14 feet by 48 feet.

The 12-year-old IOA represents about 450 companies. Its 12-person staff works out of offices at 342 Madison Ave. in New York City.

IOA President William N. Wilkins says his organization, which pitches outdoor to regional and national advertisers, does not sell against newspapers. Its basic message, he says, is that outdoor complements the other media.

However, IOA does sell against "spot" TV advertising—that is, advertising placed with local TV stations—suggesting advertisers supplement their network television commercials with the purchase of billboard space, not additional commercials on network affiliates or independent stations. One of the ads in its most recent advertising campaign, for instance, advised advertisers, "If you spend money here (television), buy some inexpensive insurance here (billboard)." The tag line: "Outdoor makes TV look good."

Wilkins declined to provide budget information.

Promotion of smaller billboards is handled by the Eight-Sheet Outdoor Advertising Association in Independence, Mo. About 130 companies are members, and the annual budget is about $150,000.

Even bus-shelter advertising has its own promotion arm: the Shelter Advertising Association in Minneapolis. ☐

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Three new systems to improve communications

BY BARBARA J. FRIEDMAN
presstime staff writer

Three new types of telecommunications networks—one little more than a gleam in designers' eyes—are expected to make communication among people, computers and terminals cheaper and faster.

Newspaper companies are expected to be among their many users.

The new systems are all known by their initials: LADT, or Local Area Data Transport network, also called local public packet-switching networks; LAN, or Local Area Network; and ISDN, or Integrated Services Digital Network.

While the scenarios for their use vary from local to worldwide settings, the networks share a common bond: Each carries voice as well as text and numerical data, using digital rather than analog signals. The networks reflect the dovetailing of markets and technologies for voice and data transmission.

LADT networks, which hold special significance for electronic publishing, usually involve bunching and transmitting data over high-speed telephone lines to many customers' terminals.

LANs, which are increasingly used, connect computers and terminals, usually within one company.

An ISDN is envisioned as a national or even international system, using a common language for conveying digital signals; it would drastically increase the amount and kinds of information transmitted simultaneously over a channel such as a telephone trunk line. Compared with LADTs and LANs, an ISDN is "a far more nebulous concept," says Kathleen Criner, ANPA director/telecommunications affairs. "It's not a real technology that you can go out and buy today."

Following are summations of the technologies and prospects for practical use:

- *LADT.* "Reporters using portable personal computers or newspapers that provide electronic publishing services would find it less expensive and more efficient to send information over an LADT network," says Criner.

Southern Bell Telephone Co. operates what is believed to be the only LADT currently in use in the United States. That network carries transmissions from the Viewtron videotex service of Knight-Ridder Newspapers Inc. Mary C. Bulterman, marketing and promotions director for Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, says the network "enables us to deliver our information at a lower cost."

Southern Bell's LADT uses "packet switching" technology—the bunching of data for transmission. So far, the LADT does not employ "protocol conversion" that would let personal computers tie into videotex systems without special software at the customer's end. Viewtron uses special "dumb" computer terminals, but software is being developed that will allow off-the-shelf personal computers to receive the service.

The FCC does not permit regulated telephone companies to use existing equipment to help perform this type of protocol conversion as part of basic service [presstime, Jan. 1985, p. 49]. The companies must offer conversion through a completely separate subsidiary or receive a waiver from the FCC. Southern Bell is among several telephone companies seeking such a waiver.

ANPA and at least two newspaper companies, Knight-Ridder and Times Mirror, support the waiver petitions. Walter S. Baer, director of advanced technology for Times Mirror, said such a waiver would cut the cost of data transmission.

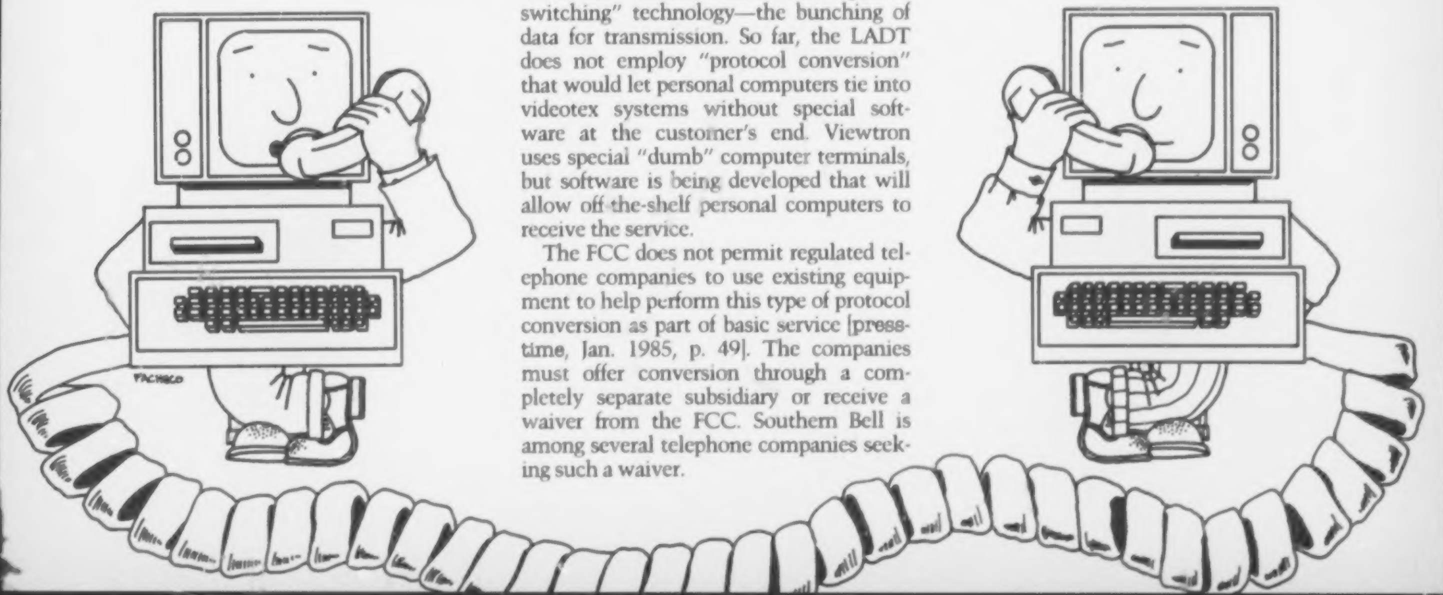
Opponents say that allowing telephone companies to use depreciated equipment in a competitive industry would give them an unfair advantage.

- *LAN.* "A newspaper—especially one building a new plant—might consider using LAN technology to permit computers, telephones and terminals in different departments to 'talk' to each other," Criner says.

John W. Iobst, ANPA research manager/computer applications, says special private lines usually are used in LAN systems. The lines can connect different makes of computers that use software to communicate.

- *ISDN.* Criner calls ISDN "the next giant step in communication network technology. ISDN would carry voice, pictures and data on a nationwide as well as international basis." It may even carry those signals simultaneously.

Timers Mirror's Baer says ISDN would make data transmission less expensive and "less cumbersome." ☐



K mart is your preprint place

The giant retailer has shifted millions of its ad circulars to direct mail, but a key executive says the current mix of newspapers and mail has stabilized

BY C. DAVID RAMBO
presstime staff writer

Even though newspapers continue to carry the bulk of all K mart advertising, their share of the giant retailer's preprint business has dropped from 89 percent to 62 percent in the last six years.

Most of the loss has been to shared mail—much of it to Advo-System Inc.'s "Marriage Mail" program.

But K mart's advertising director, Gerald K. Habeck, says the preprints' exodus from newspapers has stopped. The ratio of K mart advertising in newspapers and in the mail—about 2:1 in favor of newspapers—is "primarily going to stay where it is now. . . . Of course, it will depend on the newspapers' insertion rates" and market coverage, Habeck adds.

However, the K mart executive would not explain why he thinks the situation has stabilized.

The reason why K mart shifted to shared mail in the first place explains why this manner of delivering advertising circulars has become one of the biggest, if not *the* biggest, competitors for newspapers.

Shared mail, in which two or more advertising circulars are combined into one piece for low-cost, third-class delivery, provides "about 25-percent more saturation" than typical newspaper distribution, says A. Robert Stevenson, K mart's vice president of government and public relations.

"Our customer base is everybody. . . . Every 30 days about 50 million customers go through our stores," he says. "We see a response in the store level better (with mail delivery) than with newspaper distribution."

Stevenson says that before the advent of shared mail in late 1979 and early 1980, "newspapers had pretty much of a monopoly position on these insert rates, and in our view (those rates) were not cost-justified."

Advertising Director Habeck adds that shared mail has turned out to be "far less expensive" for K mart than newspaper delivery.

The nation's second largest retailer, K mart spent $424.6 million on advertising in all media during the year ending Jan. 25, 1984. Officials will not break down that figure by individual medium.

However, knowledgeable sources estimate that 90 percent of it was for newspaper advertising and direct mail combined—mainly in the form of preprints. And in testimony in the recent postal rate case, K mart officials reported that newspapers in 1983 carried 65 percent of all K mart advertising circulars, or about 43 million, every week. Thirty percent of the total, or 20 million, was delivered by shared mail.

K mart testified that with preprint volume holding steady in 1984, shared mail's portion would increase to 33 percent while newspapers' portion would drop to about 62 percent.

Newspaper losses defined. Newspapers' precipitous decline from the lofty level of 89 percent in 1979 can be traced to lower third-class bulk rates that have made direct-mail programs a viable alternative to newspaper insertion.

In rate-case presentations last year, K mart officials showed that shared mail handled only 4.5 percent of the store's 55 million circulars distributed in 1979. In one year alone—from 1982 to 1983—K mart's use of shared mail doubled from 10 million to 20 million pieces.

Newspapers in all parts of the country report they have lost mid-week K mart preprints. But some have been able to recoup part or all the business.

Particularly hard hit were the midwestern states of Indiana, Kentucky, Michigan and Ohio. K mart in the summer of 1983 shifted mid-week preprints from all daily newspapers in that area to the mails. Most of the papers, though, held on to the supplements for their Sunday edition.

George E. Stoner, advertising director of The Monroe (Mich.) Evening News, says K mart has indicated there is "little opportunity" for newspapers in the four-state area to get their mid-week inserts back unless there is "some drastic change" among newspapers throughout the region. Such changes could include many factors, including increased penetration in some parts of the region, he says.

Stoner says it is his impression that K mart would not return to newspapers in the area on an individual basis. "If they go back, it would be a complete return" to all of them, he believes.

Even with loss of the mid-week business, Stoner notes, K mart still is one of the Evening News' top five advertisers.

The big picture. Because K mart operations are located in nearly all parts of the country, most daily newspapers have been affected by the retail giant's marketing decisions.

For example, like its counterparts in the Midwest, The Vallejo (Calif.) Times-Herald lost K mart's mid-week preprints about a year ago, says Advertising Director Ronald C. Rhea. The paper now runs a combination of K mart preprints and ROP advertisements on Sunday.

K mart, with retail sales expected to top $20 billion in 1984, is second only to Sears, Roebuck and Co. in that category. Sears and K mart also rank number 1 and 2, respectively, in ad expenditures of the leading "brand" advertisers in newspapers, according to a directory of the top 200 brands published annually by Marketing & Media Decisions magazine.

As of a year ago, ubiquitous K mart had 2,160 discount department stores. Unlike some other big retailers, the stores mostly are stand-alone buildings and not part of major shopping centers.

But like other retailers, K mart is diversifying. Product lines within its stores are expanding in such areas as "home-improvement centers" and "home electronic centers." Through the latter, K mart is becoming a leading seller of personal computers in the less-than-$500 price range.

In 1983, the corporation also recorded $575 million in sales outside its stores from numerous other holdings including 201 Kresge and Jupiter stores, 29 Designer Depot apparel stores, a chain of cafeteria-type restaurants and an insurance subsidiary. On Jan. 14, the firm announced it will enter the drugstore business by purchasing Pay Less Drug Stores Northwest Inc. for $500 million. And on Jan. 21, it said it will offer some consumer financial services on a test basis in 31 of its stores.

The heart of the K mart approach is mass marketing. It targets everybody as a likely customer. Therein lies the problem for newspapers, whose paid-circulation products do not reach every household in a given market.

Competitive response. Newspapers have responded to K mart's and other retailers' marketing needs in numerous ways, particularly through total-market-coverage programs whereby copies of the newspaper and inserts are delivered to non-subscribers as well as subscribers [**presstime**, April 1984, p. 22].

Another approach being explored is to form "networks" of newspapers in a given area so they can make a more effective sales pitch for all regional and national advertising. The Newspaper Advertising Bureau has formed one such network in North Carolina. (See story, p. 14.)

Newspaper executives say the NAB efforts are paying off.

As for the TMC programs, observers say they have been positive steps, although immediate results have been mixed.

"Some (TMC programs) aren't up to the standards that we need," says K mart's Habeck. He says those "standards" include sufficiently high penetration at the right cost. Specifics of suitable standards are determined by each of K mart's five regional offices that buy print-media space and mail services, he explains.

Sometimes the criteria for those standards are not easily defined. For example, The Oregonian in Portland, which carries K mart Sunday preprints, has a TMC program offering high penetration. "I think it's a very effective one, but K mart does not," says Retail Advertising Manager Richard M. Bixler.

On the other hand, a TMC program has been successful in keeping K mart and other advertisers of the Las Vegas Review-Journal happy, says Advertising Director Larry W. Hall. "They (K mart) have been with us from day one."

Hall adds that "our rates are very fair rates," and household penetration with the newspaper and mailed non-subscriber publication called "Family Fair" is greater than 90 percent.

Unlike newspapers in many other markets, the Las Vegas newspapers have no direct-mail competition, says Hall.

TMC programs also have been successful for Gannett, says Mark R. Arnold, vice president/advertising of Gannett Newspapers. "The key, I think, is to try to cut the cloth for the garment K mart is trying to manufacture," he says. That means offering as high a household penetration as possible.

"The rate has to be right, too," Arnold adds.

K mart is one of the top 10 preprint advertisers for all Gannett newspapers, and is one of the top three for many of the group's members, according to Arnold. In fact, K mart also is in the top 10 run-of-paper advertisers for some Gannett papers, he says.

Success does not depend solely on a TMC program. Howard F. Renner, advertising director of The Morning Call of Allentown, Pa., says his newspaper carries both mid-week and Sunday K mart preprints as well as inserts from at least four other major retailers. Part of the reason it has so much K mart business is relatively high paid-circulation penetration—79 percent "in our primary market area."

But another factor is the Call's sophisticated sales approach.

While most newspapers' sales presentations include

C. David Rambo

An average of 50 million people visit K mart stores every month.

Newspapers have responded to K mart's and other retailers' marketing needs in numerous ways, particularly through total-market-coverage programs. Those have been positive steps, although immediate results have been mixed.

"probably no more than a rate card and (a mention of) where we are in the market," Renner says, the Call goes to K mart loaded down with research data like display shelves heavily stocked for a "blue-light special." The Call shows "where we go, who we reach" and dozens of other bits of information. The newspaper's market research manager "has a slide for just about anything you want," Renner says.

The sales presentation includes data and graphics stored and displayed on an Apple computer.

Renner observes that selling is "no longer walking in and saying, 'What do you want to buy today?' You'd better have your act together."

There is plenty of opportunity for newspapers to do so with K mart. Advertising executives say that despite the new alliance of K mart and direct-mail firms, the retailer remains good friends with the newspaper business.

That is, company managers are always willing at least to *talk* with newspaper executives. Unlike some other big retailers, K mart officials are "extremely accessible and always have been," says Rhea of The Vallejo Times-Herald.

K mart's Stevenson says, "There is no problem as far as newspapers' making their case." ☐

Networks help papers compete

One way newspapers are responding to the challenge of direct-mail and other competition for preprints is by participating in marketing "networks." These attempt to make groups of newspapers more attractive for preprint distribution and easier to buy.

To date, there are two forms of such newspaper-related networks.

One has been organized by the Newspaper Advertising Bureau of all daily newspapers in North Carolina. James H. Hollis, NAB vice president/mass merchandising, explains that the network involves a compilation of all the newspapers' individual marketing information into a "common format." It results in the possibility of a strong, single ad-sales presentation.

"The concept is dynamite," says Gary B. Ahlstrom, advertising director of the Charlotte News and Observer. "It allows newspapers to offer many of the same things that direct mail provides."

To illustrate the practical effects of the network, Ahlstrom says that "if you put 50 newspapers in a room and you say, 'Show me what you have in your market,' you have 50 different presentations." Networking, he explains, gives a retailer one presentation encompassing all 50 markets.

The network does not "tout an individual newspaper," says Hollis. Nor does it push for advertisers to "buy them (the state's dailies) all or nothing" [**presstime**, May 1984, p. 34].

The second form of network was started in late 1983 by the Atlanta office of Landon Associates, an advertising-representative firm. Landon sets up individual buying networks for advertisers who can place one order and get a separate bill from each newspaper.

"The name of the network takes the name of the retailer," explains Jeffrey A. Deitz, southern regional sales manager. Landon has organized 14 networks consisting of "14 retailers we've lifted right out of the mail."

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WEIGHING THE PROS AND CONS

Use of lighter newsprint edges up

BY PAUL KRUGLINSKI
presstime technical writer

A good way to get some newspaper executives' blood boiling is to bring up the subject of newsprint basis weight, particularly *lower* basis weight.

On one side of the issue are newspapers that increasingly are using paper below the standard of 30 pounds.

On the other side are newspapers that staunchly oppose using such lighter basis-weight paper.

Basis weight is a commercial term for expressing the weight per unit area of paper. It is expressed in U.S. measure as pounds per ream, determined by weighing 500 sheets of 24-by-36-inch paper. In the metric system, the basis-weight equivalent is called "grammage," expressed in grams per square meter and determined by weighing a one-meter-square sheet.

A 1,600-pound roll of 28-pound paper contains about 6 percent more "area"—that is, surface on which to print—than a 1,600-pound roll of 30-pound paper.

But basis weight also directly affects print quality and runnability—and some newspapers insist lighter paper is inferior on both scores. "As a matter of very firm policy, we don't accept newsprint of a basis weight lower than 30 pounds," says Fred Chait, special counsel and consultant to Knight-Ridder Newspapers Inc. The main reason is the problem of show-through, he said.

Trend to lighter stock. Until 1974, when the newsprint mills unilaterally decided to lower basis weight to 30 pounds, the industry standard was 32 pounds.

That decrease came during a time of tight newsprint supply and was implemented because the papermaking process requires a lesser amount of raw materials to produce 30-pound paper than 32-pound [**presstime**, Jan. 1983, p. 9].

Although the 30-pound variety remains the standard, lighter paper has been used at some locations for more than a decade, says Doris E. Kleintop, supervisor of ANPA's Materials Testing Service.

Moreover, the amount is increasing. Of the samples ANPA tested last year, 14.7 percent weighed in at 29.5 pounds or less, compared with 1 percent in 1973.

"There's been a slow, steady trend toward (use of) lower basis weight," says Kleintop, whose section annually receives about 1,600 samples from 100 newspaper plants [**presstime**, Dec. 1984, p. 56].

There are no other industry organizations that calculate the weight of paper being used. However, Michael Homonko, statistician of the Canadian Pulp and Paper Association, says it is his impression that weight "has been dropping lately, but not very much."

If and when 28-pound newsprint becomes the industry norm, it's a safe assumption that many publishers will be less than overjoyed.

The two-pound reduction 11 years ago divided the newspaper business on several issues, runnability being the foremost. Some experts say runnability suffered when basis weight declined [**presstime**, May 1980, p. 58]. Others say 30-pound paper has more stretch and runs better through the press.

There was more agreement on the question of show-through—nearly all papers say they experienced greater show-through after 1974.

Mills have yet to find a way to increase opacity and eliminate those problems. Some are experimenting with fillers and other additives to the newsprint, but they would drive up prices substantially, says W. Bernard Devine, vice president of manufacturing of Newsprint Sales Ltd., Greenwich, Conn.

However, Archie M. Bruce, director of marketing services for Abitibi-Price, the world's largest manufacturer of newsprint, maintains that advanced manufacturing technology has improved newsprint quality.

ANPA's Kleintop weighs test sample.

He also says better instrumentation on newsprint machines has resulted in greater uniformity. Improved "formation"—the distribution of fibers in the newsprint—has helped to improve newsprint performance, he says.

Impact of flexography. As the debate about newsprint basis weight goes on, several developments on the horizon could affect the situation dramatically.

One is the advent of flexographic printing and anilox inking systems. These technologies could allow use of lighter paper without sacrificing quality. In fact, many people involved in flexo technology believe that, in time, newspapers may be able to achieve the same level of printing quality using water-based inks on 24-pound newsprint that they achieve now with oil-based inks on 30-pound stock.

As the theory goes, flexographic newspaper presses or letterpress presses converted to anilox inking systems may be able to employ revolutionary water-based inks. An advantage of water-based inks is that the pigment is deposited on the paper's surface; it is not embedded into the fibers like oil-based ink.

Because oil is the culprit in show-through, water-based inks by default may solve some of the opacity problems of lighter newsprint.

Yet effects of these technologies in the near future may be marginal. Production experts point out that most newspapers for years to come will be using conventional letterpress and offset presses. For that reason, most ANPA members oppose any reduction in the 30-pound, basis-weight standard, according to William D. Rinehart, ANPA vice president/technical.

However, there is a more immediate situation that might make use of lighter-weight paper increasingly attractive to newspapers: possible savings in postal costs. Mail rates are based partly on weight, and lower basis-weight newsprint could be a boon for newspapers with big mail bills.

Some observers note that total-market-coverage products delivered by mail are especially good candidates for lower basis-weight newsprint. ☐

Paper now arrives at sunrise, not sunset.

Spartanburg (S.C.) Herald-Journal

P.M. publishers who went A.M. laud the move

Although circulation hasn't boomed, conversion has yielded other benefits

BY BARBARA J. FRIEDMAN
presstime staff writer

About four years ago, the Grand Forks (N.D.) Herald was an evening newspaper serving a scattered rural population. Of its approximately 35,000 subscribers, 21 percent were getting the paper by next-day mail.

With readers getting Monday's news in Tuesday's paper on Wednesday, the Herald was "faced with slow strangulation," says Publisher Michael Maidenberg. That summer, the Herald became one of the approximately 30 newspapers that switched in 1981 and 1982 from evening to morning publication.

Since the switch, the Herald's circulation has climbed 7 percent, according to the Audit Bureau of Circulations' figures for the half year ending last September. The numbers make the Grand Forks Herald a circulation success story as p.m.-to-a.m. conversions go.

But conversions are not automatically followed by rising circulation. And even when they are, it is difficult to measure how much of a newspaper's improved performance is attributable to the conversion because such moves often are accompanied by other changes and improvements in the newspaper.

A look at the Herald and six other 1981-82 converts indicates, nevertheless, that the conversions generally proved to be good moves.

Two of the papers—the Winona (Minn.) Daily News and the Los Angeles Herald Examiner—had less circulation as of last September than before conversion, according to ABC. But the two publishers say conversion hasn't appreciably affected the declines.

Publishers interviewed disagreed about conversion's overall impact on costs, but they tended to say the switch left them in a better competitive position vis-a-vis other newspapers and other media.

Grand Forks' Maidenberg says the conversion "allowed us to grow," adding that improved production, distribution and product also have facilitated growth.

The Herald sells to an eastern North Dakota-Minnesota area where people make their living mainly by agriculture. The paper wants to serve all people who look to Grand Forks as a regional center, and "that covers a very, very large area," he says.

"If we were a p.m. paper, we could still talk that way"—that is, claim to be serving a large geographic area—"but it wouldn't be rational," Maidenberg adds. "It would be blowing smoke. But as an a.m. paper, we can get out there" with same-day mail delivery.

The price to "get out there" is a sharply tighter production schedule. Maidenberg says the paper added two people to the mailroom and one to the pressroom, and it pays more overtime to production personnel. He attributes the extra costs to three factors: accelerating growth, an increase in preprints and the conversion. Of the 47 people in the newsroom, 10 were hired because of growth since 1981.

Circulation as of last Sept. 30 was 36,925, compared with 34,652 in the comparable reporting period before the switch to morning publication.

But rising revenues apparently outpace growing costs. Asked about the paper's profit margins before the conversion in 1981, Maidenberg says, "We're doing better than we were as a p.m. paper." But he adds that while margins "are decent," they are "not great." The paper, he says, is trying to match margins experienced during the agricultural bonanza of the 1970s.

Grand Forks sits almost on Minnesota's western side. Across that state and to the south, the Winona Daily News became a morning paper about three years ago.

In terms of circulation, Publisher Ronald J. Semple says, "I don't know that we got a hell of a lot" out of the switch. The paper had theorized that same-day mail delivery would boost circulation in the countryside, which it regards as its market. That hasn't happened. Circulation has fluctuated since the conversion, as the newspaper has changed format dramatically and raised subscription prices substantially.

Before the change, next-day mail delivery to outlying areas accounted for 20 percent of the papers sold. Recently, the mails carried only 16 percent, even with same-day delivery. In the March before the 1981 conversion, the News had circulation of 17,526. Last March, the comparable ABC figure was 16,448.

Semple blames the drop on the area's economy. Winona is in dairy country, and "farmers are hurting. The dairy farmers give us the cream in our economy."

But Semple says of the change to morning, "If I had it to do all over again, I would. That's where the future is."

For the Los Angeles Herald Examiner,

which changed from evening to morning publication in 1982, the terrain was different in more ways than one. The evening paper faced the hindrances of afternoon city traffic and formidable morning competition.

Publisher Francis L. Dale says the Herald Examiner switched to save money on distribution costs. "Time is money," Dale says. "We have to be in the morning cycle" to get copies delivered to 12,000 newsracks. "You can't get around Los Angeles" in afternoon traffic.

The Examiner had ABC-audited circulation of 285,656 in the six-month reporting period immediately prior to the conversion. The comparable figure last year was 236,660.

But the newspaper has experienced a long-running decline, which Dale says was aggravated by trouble with independent dealers, culling phantom circulation and cutting service to certain areas.

At the Daily Camera in Boulder, Colo., which converted to morning publication in 1981, Publisher Janet Chusmir says, the move "positioned us against the Denver metros." (The Denver Post became a mornings-only paper in 1982, meeting the Rocky Mountain News head to head.)

The Daily Camera's circulation has grown from 27,891 in the September before conversion to 29,291 last year.

"I think we wouldn't have the advertising and support if we were a p.m. paper," Chusmir says. But she indicates it's impossible to trace directly the conversion's effect. Factors such as a mandatory pay-by-mail policy cost the Camera readers and skewed circulation trends.

Chusmir also attributes growth to improvement in the newspaper, which includes new business and entertainment sections. Expenses are up, she says. But referring to the paper's high profits in 1980, she says "we are moving up there again and past '80."

Another concern in all p.m.-to-a.m. conversions, is the human side [presstime, May 1984, p. 6]. At the Globe-Gazette in Mason City, Iowa, Publisher Bill Johnston says of his staff, "It's no secret they don't get a big thrill from going from 8 to 5 (during the day) to 4 to 2 in the morning."

Johnston says conversion hasn't helped morale but morale is still good. And in other respects, he adds, conversion proved to be the right move. ☐

Newspapers also stand by decisions to merge A.M. and P.M. papers

Another publishing strategy of recent years has involved merging jointly owned morning and evening papers into all-day or mornings-only papers.

A check of four places that implemented such a merger in the early 1980s [**presstime**, Jan. 1983, p. 49] found little common experience beyond an initial drop in circulation resulting from elimination of two-paper subscribers.

And although the idea of merging might suggest cost-cutting objectives, Publisher Fred A. Stickel says the opposite proved true at The Oregonian in Portland. The morning Oregonian and evening Oregon Journal combined in 1982 into an all-day publication with four editions. With a bigger staff, a larger paper and expanded coverage, "It's costing me more to produce one big paper than it did two" smaller ones, Stickel says.

The merged paper first saw circulation drop, then start back up. In the six months before the merger, the papers had combined daily circulation of about 332,000. The ABC figure for The Oregonian last September was 290,228.

Stickel says advertisers like getting unduplicated circulation. Higher advertising revenues, he says, balance the paper's higher costs and the impact of a Northwest economy that trails other regions.

At the Spartanburg (S.C.) Herald-Journal, Publisher Hubert Hendrix says "the merger formalized what was fact. . . . We were producing a one-time-a-day newspaper" with a skeletal staff for the p.m.

The paper now publishes one morning edition and sometimes a slightly different, second a.m. edition when warranted by news from outlying counties. The merger in 1982 saved money in distribution and made "good economic sense," Hendrix says.

Circulation of the Herald-Journal stood at 47,184 last September, compared with 47,975 just before the consolidation took place, ABC figures show.

Production time freed by killing the evening paper brought other financial benefits, too. The paper can now print its TV quarterfold, which had been contracted out, Hendrix says. The TV supplement had been a break-even proposition; now it's profitable.

At the Springfield (Ohio) News-Sun, Roger S. Kintzel, formerly publisher, says that the staff is smaller than before the merger but that the shrinkage also reflects the city's ailing economy.

He says a gradual decline in circulation at the paper predates the merger and has continued. Kintzel left the paper Jan. 4 to become publisher of another Cox Enterprises daily, The Mesa (Ariz.) Tribune, and president of Cox Arizona Publications Inc.

ABC figures show the decline was from a combined 43,984 in March 1982 to 39,560 two years later.

The News-Sun publishes a morning and an afternoon edition. The emphasis is on the former, Kintzel says, and someday he expects the paper to drop the p.m. product.

That step was taken more than four years ago in Wichita, Kan., where the merger of the morning Eagle and evening Beacon resulted in the mornings-only Eagle-Beacon.

Shortly before the merger, the Beacon's circulation had sunk to about 35,000. Unprofitable and claiming little advertising base, it was considered "losing space," says Publisher Norman J. Christiansen. Neither the "readers nor the advertisers wanted it."

Management reasoned that a combined paper with redeployed staff and resources would offer a solid base for growth and future profitability.

The combined paper substantially expanded coverage, adding a broad range of new sections. There were only a few staff cuts in circulation.

In the September before the merger, the papers had combined circulation of about 151,500. By last September, circulation had returned to 123,074, according to ABC figures. Based on the recent figures, the Eagle-Beacon estimates it has recaptured all its unduplicated circulation.

A "substantial monetary loss" from the drop in circulation was more than offset by higher advertising revenues, Christiansen says. Upon merging, the paper adopted higher advertising rates that had been charged previously only on holidays and Saturdays.

The merger required the complete restructuring of the newspaper's operations and "went off almost flawlessly," Christiansen says. "We couldn't be more gratified looking back four years later."

EYED AS NEWSPAPER INSERTS

A century after Richard Sears sold watches by mail, U.S. *merchants chalk up* $44.4 *billion in sales via* 7,000

CATALOGS

Credit cards have fueled the recent boom in catalog sales.

BY MARCIA RUTH
presstime staff writer

Nearly 100 years ago, an obscure railroad station agent noticed a shipment of watches being sent back to the manufacturer by a local retailer unable to market them in North Redwood, Minn. He prevailed on the store owner to let him sell the watches by mail, and from this humble beginning in 1886 Richard Sears began what is now the largest retail catalog business in the world.

In 1983, the last year for which national statistics are available, an estimated 6,500 U.S. merchants issued nearly 7,000 separate catalogs that generated sales of $44.4 billion. Catalog sales have risen about 10 percent in each of the past six years, and the New York-based Direct Marketing Association predicts that by 1990 catalogs will account for one fourth of all U.S. retail sales.

While that growth is frequently described as an "explosion" in retail marketing, its impact on newspaper advertising is still unclear.

But for the time being, anyway, newspapers are looking beyond whatever adverse effects advertisers' penchant for catalogs might have on ROP advertising. Instead, they are looking at catalogs as potential newspaper inserts.

"We start with the premise (that) we want to carry" catalogs, says Ferguson E. Rood, vice president/advertising and marketing for the Atlanta Journal and Constitution.

"But we've got to be practical," he adds, citing two major hurdles newspapers must clear to lure delivery of catalogs away from direct mail: The ability to deliver to a precisely defined audience, and the ability to insert the variously shaped catalogs into the newspaper.

As with all direct marketing, targeting is the key to success for catalogs, even more so because of the cost of making them. Typically printed in full color on heavy stock paper, catalogs can cost several dollars apiece to produce.

And unlike most retail advertising, they are not aimed at the kind of geographically defined audience newspapers are accustomed to accommodating. Rather than luring shoppers to a local store, they attract phone and mail orders from people living within the circulation areas of many different newspapers.

Fueling the catalog explosion are three developments—computerized mailing lists, credit cards and toll-free long-distance telephone numbers. Though commonly called "mail-order" sales, 60 percent of catalog items are now ordered by phone, a trend DMA predicts will reach 80 percent in another year.

Also driving the trend away from store traffic are the increasing numbers of working women who have less discretionary time and are in families with more disposable income. Once a convenience for rural America, catalogs are now used primarily by urban households whose members are too busy to patronize local retail outlets or too selective to be satisfied with merchandise available there.

One advertisement says it all: "Our store is 10¾ inches tall, 8¼ inches wide, and 100 pages deep," says bold print heralding the Lands' End catalog. "It has no crowded parking lots, clogged elevators, or hidden rest rooms." This "store," says the ad, offers "up to 7,700 items you can shop from—assembled under one 'roof' from the four corners of the earth, wherever quality calls." And since "we mind our store 24 hours a day, 7 days a week," says the ad, "you can buy from us in the comfort of your own home."

The fare ranges to the exotic.

For example, Hammacher Schlemmer's 1984 catalog sent to a mailing list of two million produced these best sellers—a 7-by-2-foot blimp used for advertising messages, a heat-sensing blanket that adjusts to changes in body temperature and a radio that works in the shower.

In contrast to the predominantly male and over-50 audience targeted by Hammacher Schlemmer, Spiegel—one of the top five catalog companies—takes aim at four million "upscale working women" with a taste for designer clothes and elegant furniture.

And Maine-based L.L. Bean shoots for another crowd, one that is committed to a more casual lifestyle. Bean's targeting hits so close to the mark that during the 1984 pre-Christmas rush, its mailing list of more than two million names resulted in as many as 23,000 calls in a single day to its 250 operators.

Even stores with broadly based appeal have highly selective criteria for catalog distribution. Sears, for example, which counts 39 million U.S. households among its customers, sends its major catalog twice a year to 14 million of them—the ones who have made at least two recent catalog purchases totaling $60 or more. Other catalogs, issued seasonally or by product category, go to even more narrowly targeted customers.

In addition to firms almost totally based on catalog sales, nearly all major retail stores now credit up to 10 percent of their sales to catalog orders, says John A. Murphy, vice president/sales promotion and marketing for the National Retail Merchants Association. And the percentage is increasing. "Retailers are going after a particular share of market," says Murphy. "I don't know if newspapers can be that specific."

But many papers are beginning to respond to the challenge. According to Christopher N. Jackson, vice president/chain store sales at the Newspaper Advertising Bureau, more than 200 dailies now have the capacity to target delivery by blending lists of newspaper subscribers with retail customers, and about 70 are now using this "merge/purge" method with at least one retailer. NAB is currently preparing a "merge/purge" manual.

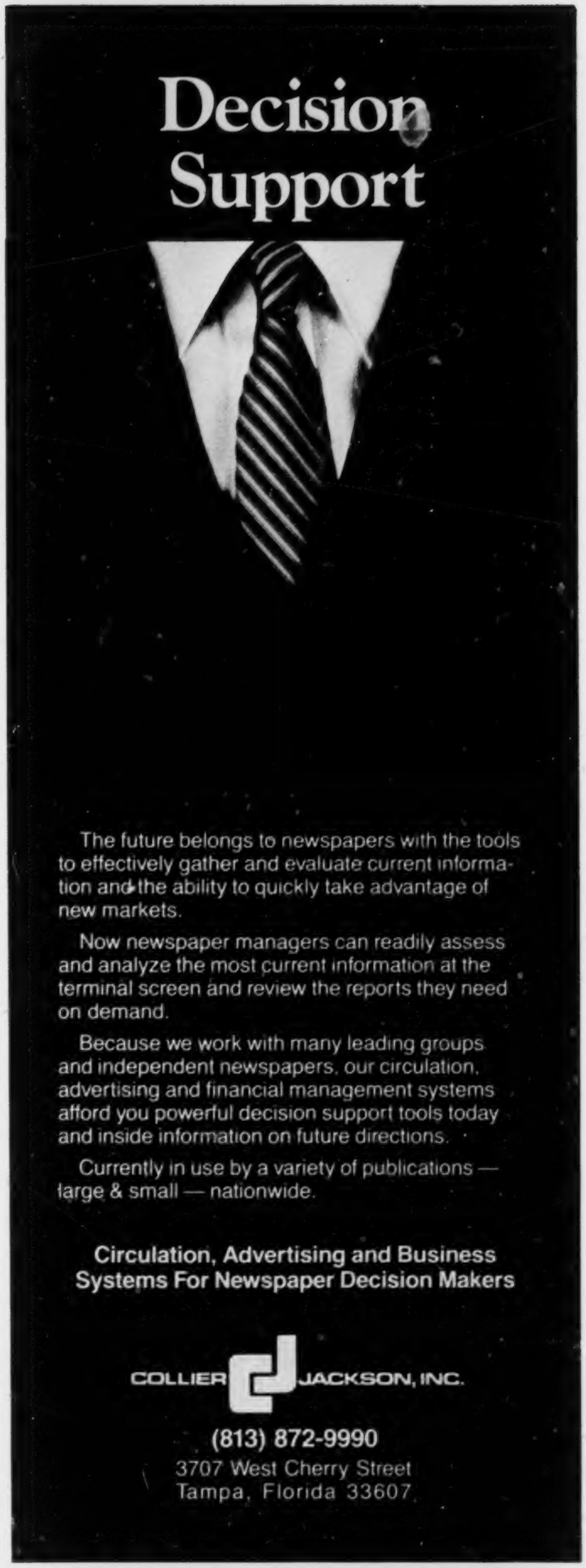
One of the most highly developed "merge/purge" operations is at the Los Angeles Times. Since October 1984, through a program called ZIP-OVER, the newspaper has been able to deliver a particular insert such as a catalog to homes on a store's customer list. With another program, ZIP-UP, stores lacking customer lists can target particular ZIP codes.

(ZIP-OVER and ZIP-UP are in addition to the Times' ongoing target-marketing programs for groups of inserts.)

What reduces the cost to the advertiser in such programs is the overlap between newspaper subscribers and targeted households. By merging the two lists and purging duplicates, newspapers can deliver single inserts to subscribers for less than the cost of direct mail; only non-subscribers receive their copies by mail.

"We're cutting their mailing list in half if half already subscribe to the Times," explains Steven W. Rinek, the Times' selective market coverage manager, who encourages advertisers to spend the money "saved" to reach more newspaper subscribers in specific geographic areas.

The demographics of newspaper subscribers—more likely than the general populace to have credit cards—make them "juicy prospects for conversion" to catalog sales, says NAB's Jackson. ☐



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Buying EQUIPMENT

The process of deciding which machines are right for a particular newspaper has been complicated by rapidly evolving technologies and an array of new vendors.

BY PAUL KRUGLINSKI
presstime technical writer

Movable type. Linecasters. Cameras. Telephones. Typewriters. Rotary presses. Coin-operated vending machines. Single-grip conveyors. Pagination systems. Laser imagesetting devices, et al. The history of newspapers is the story of the evolution of machines.

So strong is the need for machines that whole support industries have sprung up to service the newspaper business. And so great is newspapers' reliance on machines that it takes decades for most devices to find their way onto a scrap heap.

But while technological advances are helping to produce and distribute better quality newspapers more easily and economically, they are also creating headaches for the newspaper executives who must decide which equipment to purchase.

With so many vendors offering an array of equipment options—and more vendors with competing products constantly entering the marketplace—the selection of vendors and their products become complex and time-consuming. The questions seem endless: Which vendor do you choose? Will that vendor still be around in years to come—or even at the time of the equipment's delivery? What are its service policies? Which equipment choice best fits your requirements? Do you buy new or used, or do you lease? What are the costs, and how do you justify them?

These questions contrast with the relative simplicity of equipment decisions in the so-called hot-metal era that faded in the 1960s.

"From 1900 to 1960, buying equipment was basically a matter of replacing worn-out parts of existing systems," observes William D. Rinehart, ANPA vice president/technical. "Today, there's more personnel involvement because new, revolutionary technologies have to be evaluated."

Jules L. Plangere Jr., board chairman and publisher of the Asbury Park (N.J.) Press, says, "There isn't any question that it's gotten confusing." The buying process was simpler two decades ago, he notes, because there were fewer vendors offering a limited number of products. "You didn't have that much to choose from. You thought first about the reliability of the equipment. Serviceability was another major consideration, and then price. That was the extent of it."

With the evolution to modern production processes, some definite trends have developed:

- Because of the complexity of the equipment and the increasing interactivity of devices, newspapers have moved to a "systems concept" when buying equipment.
- Where one person, usually the production manager, once made the purchasing decisions, now the process is handled by committees consisting of department managers.
- Newspapers are taking more time to consider which equipment to buy, although there are exceptions to this trend, particularly in the mailroom. The decision-making process is slowed by the growing number of vendors and the ever-increasing diversity of their products.
- Nearly all vendors have established used-equipment divisions to recycle and resell used equipment. In addition, new companies have been founded with the sole purpose of reconditioning, upgrading and selling used equipment.

The common factor in all of these developments is the increase in newspaper-equipment cost and complexity.

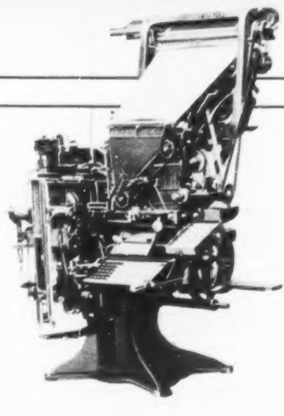
"Every department at newspapers is becoming more complex technologically," says ANPA's Rinehart. "It takes tremendous effort and commitment to stay abreast of developments by suppliers to the many aspects of newspaper operations."

Consider, for example, the rapid development of pagination, the electronic makeup of newspaper pages. With prices ranging anywhere from $150,000 to nearly $9 million, 23 firms are now involved in their manufacture—an increase of seven in the last year alone.

As for the big-ticket items on publishers' shopping lists—presses and mailroom equipment—the story is similar, but the dollars are bigger.

There are at least 15 press vendors with about a dozen press options from which to choose; 30 years ago there were only four press manufacturers serving the American market. And while press costs vary greatly depending on the configurations needed, prices generally have increased fourfold in the past 15 years.

In the mailroom, the array of equipment needs has increased dramatically in recent years, spurred chiefly by the flood of



preprints. The number of vendors also is up—from nine in 1970 to more than 35 today—and may increase even more as the newspaper industry begins to look to outside manufacturers for new concepts for more efficient mailrooms. Here, again, the options are many.

Nonetheless, newspapers apparently are coping. The volume of equipment purchases has risen every year since 1979, except for 1983 in the aftermath of the 1981-82 recession. Although final figures on newspapers' 1984 purchases are not yet available, respondents to ANPA's annual capital expenditures survey estimated last year the amount would approach $800 million—nearly double the $445.8 million papers spent for new equipment in 1983 [**presstime**, May 1984, p. 63]. (See chart below.)

Moreover, according to the brokerage firm of Lynch, Jones & Ryan, the newspaper industry's earnings growth is projected at 16.5 percent for 1985, providing the financial base to inspire publishers and their staffs to continue to shop for new machinery.

But picking the items, and determining how they will ultimately improve production, require a lot more than just money today. Richard E. Lewis, vice president/operations for The Record of Hackensack, N.J., puts it this way: "The buying decisions are a lot more complex today. You've got to do your homework, and there's a lot more homework to do."

Systems concept. The biggest change in equipment purchasing stems from the development of *systems*, says Lewis.

Newspapers have always been systematic in their approach to creating their products—different departments coordinating their individual activities to achieve smooth operations. But many of the new technologies involve intricate subsystems that are interdependent. Additionally, computers have tied different departments together with an electronic web.

For these reasons, executives have found it imperative that subsystems within particular areas and systems among departments all work together in a symbiotic whole.

"You don't look to buy a piece of equipment any more," says Lewis. "You look to buy components of systems, be they mailroom, pressroom, advertising or editorial."

Nowhere is the systems concept so important as in the mailroom. As many newspaper executives point out, mailroom systems are complex because of the many distribution requirements of zoned editions, non-subscriber programs, zooming preprint volume and other factors.

The mailroom is frequently a hodgepodge of various operations—warehousing, commercial printing, and mailing and packaging. And its function is so critical within the production flow that mailroom operations directly affect the deadlines of all other newspaper departments.

Newspapers' new equipment expenditures, 1978-84
(Data from ANPA's annual capital expenditures survey)

Year	Number of newspaper plants responding	New equipment expenditures
1978	348	$204,330,702
1979	424	$335,356,216
1980	479	$387,119,713
1981	495	$591,350,177
1982	468	$607,399,125
1983	460	$445,885,632
1984[1]	460	$780,516,158

[1] Projected

> "You look to buy components of a system, be they mailroom, pressroom, advertising or editorial."

Emergence of current problems with mailroom systems can be traced to the January 1979 decision by the U.S. Postal Service to offer a discount rate on presorted, bulk, third-class mail. That led to a sharp increase in direct-mail advertising competition for newspapers. In response, newspaper executives responsible for mailroom equipment purchases had to start thinking about buying even more sophisticated, faster and more versatile mailroom machinery.

The same year was also significant in that it marked the North American introduction of systems-oriented distribution and inserting machinery made by Ferag Inc., a Swiss firm.

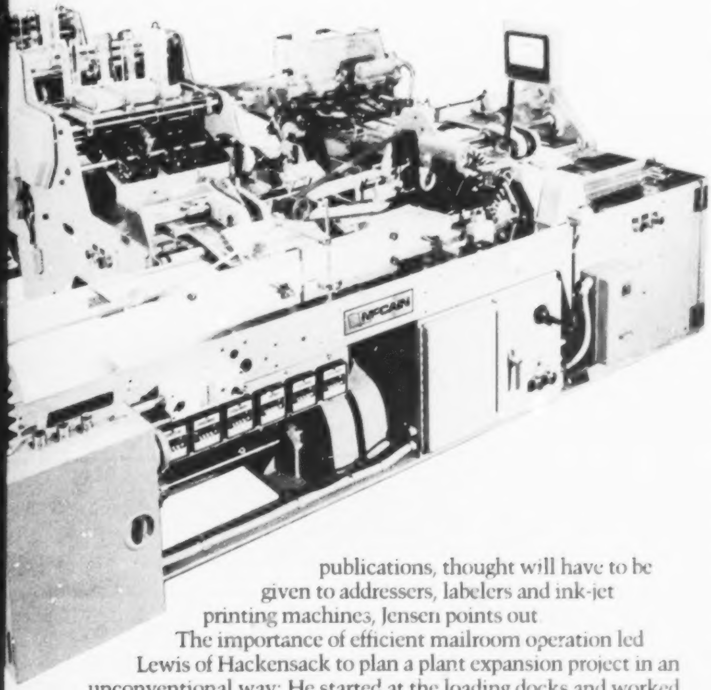
"Inserting has gone crazy," observes Allen Jensen, vice president of marketing for Newspapers Mailroom Systems, a mailroom equipment reconditioning firm. "You can't do it by hand any more. You don't have the time."

Jensen, who was once director of engineering for the Chicago Sun-Times, says that mailrooms have become more costly, are the fastest growing in manpower needs and require more "customized" equipment. "Every mailroom is unique," he says. "You can pick products off the shelf, but getting them to work together is the problem."

L. John Rothwell, vice president/technical resources for Southam Inc. in Toronto, says newspapers will have to continue to seek a variety of distribution-equipment vendors to build complete systems because "no one supplier offers a completely integrated system from press delivery to truck loading."

Production executives have also changed their attitudes on mailroom purchases. Where once they looked upon the mailroom as a "necessary evil" and made purchases basically to "solve problems," today they are investing there because "the mailroom is a money-maker," Jensen says.

In addition to the traditional newspaper, many papers today are also printing TV guides, advertising supplements, total-market-coverage publications and other products that require specialized equipment. Besides having to think about inserters, conveyors and tying machines, now executives also have to think about trimming and stitching machines among other devices these newer publications require. And as newspapers move to more "ROP zoning" and reliance on mail delivery for TMC



publications, thought will have to be given to addressers, labelers and ink-jet printing machines, Jensen points out.

The importance of efficient mailroom operation led Lewis of Hackensack to plan a plant expansion project in an unconventional way: He started at the loading docks and worked back into the pressroom when planning his equipment needs.

The Boston Globe's Billerica, Mass., satellite printing plant is an example of how sound equipment decisions in the mailroom will improve productivity. According to David Stanger, the Globe's senior vice president/operations and business manager, the satellite plant and the downtown printing facility use similar presses, yet the former outproduces the latter by 7,000 papers per hour. Stanger attributes the increased productivity to the automated Ferag-based system at Billerica.

The advent and proliferation of total-market-coverage and selective-market-coverage newspaper products have added another level of complexity to distribution operations, and with that the need for specialized equipment.

The trend toward zoned editions is evident in the growing number of newspapers that are purchasing Harris Graphics Corp. NP-1472 inserters as integral parts of mailroom systems.

Capital Newspapers Group of Albany, N.Y., publisher of the Times-Union and Knickerbocker News, began inserting with a prototype of that device in 1982. The NP-1472 has allowed the newspapers to predetermine which editions get their alloted zoned preprints, according to Alfred J. Giguere, director of operations. It has "virtually eliminated overtime in the mailroom (and) improved editorial deadlines," reduced manning in the mailroom and allowed the newspapers to "tailor" . . . zoning operations to individual customer needs."

The systems-concept approach to buying equipment is starting to spread to the pressroom as well. One example is the installation of automatic roll-loading systems to deliver newsprint rolls to the presses, which several papers have implemented in recent years. The Atlanta Journal and Constitution have included this option into the plans for their remote plant in Norcross, Ga.

Front-end systems also are requiring more thought to the interaction of various components. "The time is past when you can buy an individual front-end system" without regard to how it would affect other departments and equipment, observes Olaf R. Saugen, manager of advanced systems for Philadelphia Newspapers Inc.

Choosing a vendor is secondary to being sure the components of the systems will be compatible, according to Saugen, who maintains that components need not come from the same vendor. Before acquiring an Atex Integrated Advertising System, the Philadelphia papers established a comprehensive checklist of requirements: ability to function with existing typesetters, serve the display advertising department, paginate classified advertising, and tie into the database of the business department's own computer system, which contains financial information about advertisers. Another requirement was state-of-the art telephone and telecommunications capabilities.

Committee approach. The introduction of new technologies also completely changed the decades-old ways newspapers acquired their equipment: One-person purchase decisions are out, committee decisions are in.

"The stakes are so much higher these days," says Plangere of the Asbury Park Press. Technical advances have forced newspapers "to broaden the base of knowledge" and to involve many department executives in the equipment-purchasing process, Plangere notes.

"The divisions between departments used to be like Chinese walls: You didn't cross lines," he says, noting that such an attitude is counterproductive to worthwhile equipment evaluations.

The emergence of the committee system runs contrary to the old saw that creating committees is the best way to impede progress. But many in the newspaper business insist that committees have become indispensable to the process by which equipment-buying decisions are made.

For larger purchases, the committee usually consists of high-level managers whose departments' personnel will interact in some way with the equipment under consideration. With smaller systems or at smaller newspapers, the committee may comprise the publisher or general manager and several members of the department getting the new equipment.

Generally, the larger the purchase, the more time the committee will take to make its recommendation. For instance, a mailroom project at the Philadelphia Inquirer and Daily News involved 10 to 12 planners over eight months.

Staff involvement in the decision-making is paramount, says Erwin Potts, vice president of Sacramento, Calif.-based McClatchy Newspapers. "The most important consideration is the participation of the people who will use the system."

The Atlanta dailies provide an example of how committees spend long periods studying equipment options and ultimately make the purchasing decision. Theirs is also a case study on how to buy press equipment for a larger newspaper operation.

For nine months, the newspapers ran two Kidder-Stacy Co. flexographic units in anticipation of future plant expansion in the Atlanta suburb of Norcross. The results of the tests directly influenced the way the newspapers arrived at their decision to purchase Tokyo Kikai Seisakusho Ltd. offset presses.

"It was soon evident that flexo would take longer" before it would be a proven newspaper press process, says James F. Missroom, pressroom general foreman, "and the decision (to purchase presses) would have to be made sooner than originally expected. We knew soon after we committed to the flexo test that the new plant had to go into production as soon as possible (and) before flexo testing was over."

The Journal and Constitution then formed a six-member offset committee to choose a vendor, and the committee spent several weeks narrowing the list of potential manufacturers. Missroom says the committee developed a list of "41 factors to use in the final vendor selection"—the factors representing "pet interests of all factions of the committee"—and a list of undesirable press characteristics.

"Upper management was represented by factors relating to quality, waste control, delivery times and purchase price," Missroom says. "The pressroom was interested in safety, speed, ease of operation, quietness and cleanliness. Maintenance [wanted] damage prevention, ease of adjustment, durability and parts availability."

Missroom says the undesirables that were identified included oil or ink leaking into the reel room and "'spitting' ink rails, leaking page packs, friction-driven slitters or unreasonable lead time on parts orders."

The committee rated, on a scale of 1 to 10, each factor and each vendor proposal.

"The vendor rating could be multiplied by the factor weight to produce points toward the vendor evaluation," Missroom says. "For example, a vendor rated at 9 on a factor rated at 8 would gain 72 points toward the final evaluation."

The committee also prepared for the final ratings process by sifting through vendor presentations, studying proposals and specifications, conducting interviews, analyzing reports, visiting other newspapers with new press installations and inspecting vendors' manufacturing plants.

"In the end, [all the data] went into the vendor ratings," says Missroom. "When evaluations were finally added up, the TKS proposal came out ahead [for] our particular requirements."

Sometimes, though, it takes quite a while for a purchasing committee and a vendor to develop rapport on a particular equipment purchase.

"We started looking at pagination systems about three years ago," says Mark Wiggington, pagination director for the Long Beach (Calif.) Press-Telegram, which recently purchased a $2-million system from Information International Inc.

Although the newspaper was impressed with the triple-I system early in the decision-making process, Wiggington says, the firm was given 25 items the system needed before the paper would buy it.

"We told triple-I why we didn't want their system," he says. "They came back in six months with half the changes and promised they would make the rest."

Wiggington says the firm basically converted what was a magazine system into one oriented toward newspaper production.

One popular technique for committees is to attend a large trade show of graphic-arts equipment, where members can see demonstrations and displays of many vendors' wares in a particular product category. The largest annual exhibition of newspaper equipment is the ANPA Operations Management Conference & Exposition. (See stories, pp. 25 and 42.)

Used equipment. There are times, though, when it makes sense to buy old, refurbished equipment, or to give existing machinery a facelift. In a way, this represents a throwback to an earlier era, when smaller newspapers upgraded their equipment by acquiring castoffs from larger papers. But today, even larger papers have found they can avoid "sticker shock" by recycling old equipment.

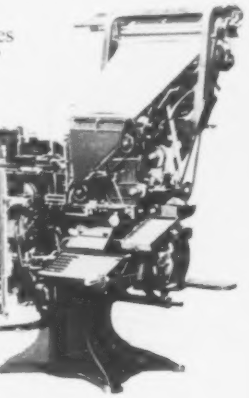
The decision to buy something other than brand new is most often made regarding presses. Letterpress presses can be converted to offset by re-engineering components or by replacing entire letterpress units with offset units. In both types of conversions, papers use existing reel stands, superstructures and folders.

With the blossoming of these press options, new companies have sprung up to specialize in adapting old presses to new technologies. Among them are Publishers Equipment Corp., Inland Newspaper Machinery Corp., Press Machinery Corp. and Smith RPM Corp. But the more familiar names in the press field, like Goss and M.A.N-Roland, have responded by offering conversions of their own.

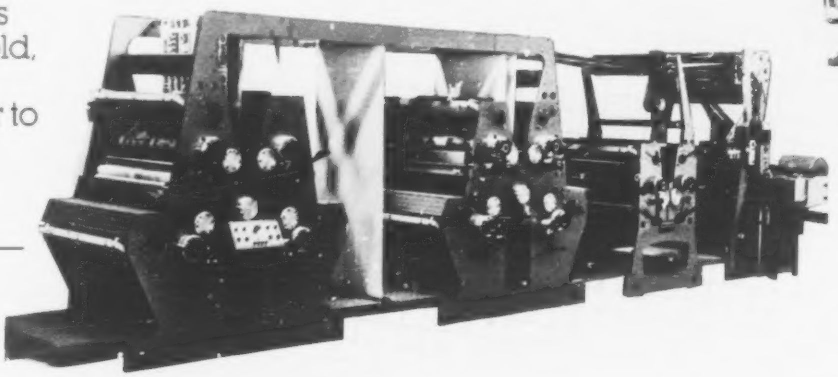
The Joplin (Mo.) Globe, part of Dow Jones & Co.'s Ottaway Newspapers group, was able to upgrade from its six-unit, 1956-vintage Hoe color convertible press to a new five-unit Goss Headliner offset press for a bit more than $3 million, well within its alloted budget.

"This was an important factor in our press-purchase decision [because] Dow Jones had excess press equipment to contribute," says James D. Hitchman, national production director of Ottaway.

Goss proposed installation of new Headliner offset units—custom-built and with new and used parts—on six



There are times when it makes sense to buy old, refurbished equipment, or to give existing machinery a facelift.



The good ol' days were simple

As recently as a generation ago, the business of buying newspaper equipment was relatively cut and dried.

There were four major newspaper web-press manufacturers, all making letterpress units solely. All type was set in lead, and only two firms made the hot-metal typesetters. It was not uncommon for larger newspapers to run their equipment for decades before putting it on the used-equipment market, which is where smaller papers customarily made their purchases.

Outside of comics and Sunday supplements, there were no inserts to speak of. Preprinted advertising arrived at newspapers wound on a roll and was run as part of the regular edition.

In fact, from a technological standpoint, the newspaper business was stagnant from 1900 to 1960, says William D. Rinehart, ANPA vice president/technical. Since then, though, there has been what he calls a "technological explosion"—and it has not abated.

This "explosion" is mirrored in the evolution of ANPA's annual trade show, where manufacturers of newspaper equipment display their products to newspaper personnel.

The show in 1958, when it was known as the ANPA Mechanical Conference, drew 56 vendors and 522 potential buyers to Atlantic City. Last year's 56th annual program, now called the ANPA Operations Management Conference & Exposition, attracted 215 exhibitors and about 11,000 people to Atlanta. Both the name change and the larger numbers are indicative of the vast technological changes the newspaper business has experienced.

The bulk of the attendees at the 1958 Conference held titles such as mechanical, pressroom or stereotype superintendent, and they were responsible for purchasing production machinery. But "the mechanical superintendent is gone," observes D. Tennant Bryan, board chairman of Richmond Newspapers Inc. and a 1958 Conference attendee. "He used to be the one who made the equipment [purchase] decisions."

Today, nearly every major newspaper has a vice president or director of operations whose equipment-purchasing responsibilities extend beyond production—into the newsroom and advertising department, for instance. Systems editors and database managers, non-existent titles in 1958, are also frequent Exposition-goers today.

Perhaps most telling are the indicators of top-level management involvement in equipment evaluations and purchases. Seven publishers and two editors attended the 1958 Conference and none of the attendees held the title of company president. Last year's show drew more than 175 publishers, 40 editors and 360 presidents of newspaper companies.

—Paul Kruglinski

1962 Mark II Headliner reels, tensions and pasters from Dow Jones' White Oak, Md., facility. The plan also involved a used folder.

"The Goss proposal was just over $3 million," says Hitchman, "but [it] gave us new units for $2-million less than a new press price. There was exchange of dollars within the company for the folder and reels, but the real cost for the company was the freight and refurbishing."

Knight-Ridder Newspapers Inc. was also able to recycle used equipment from one facility and use it for M.A.N-Roland replacement offset units at The Bradenton (Fla.) Herald.

According to Larry Marbert, director of construction and mechanical systems for the group, the entire substructure under the new press units—the reels, transfer tables, bedplates and support columns—had been used at the company's papers in St. Paul, Minn.

Knight-Ridder also found, through a Publishers Equipment Corp. press conversion at the Pasadena (Calif.) Star-News, that "PEC had a press conversion method at a price far below that of purchasing a new offset press," according to Joseph R. Nay, now director of operations at Post-Tribune Publishing in Gary, Ind.

In the ensuing equipment exchange, Knight-Ridder had PEC convert a Goss Mark II letterpress line stored in Lexington, Ky., to offset; it was then installed at the Post-Tribune. In turn, the Post-Tribune's old letterpress presses were shipped to the Philadelphia Inquirer and Daily News.

Conversion of the Lexington letterpress line to offset and the installation of PEC Eagle color units were designed to allow the Gary paper to print its own comics and handle some outside commercial work.

Gannett Co. also chose PEC for the installation at a USA Today printing site at San Bernardino, Calif. According to Jonathan Markey, president and chief executive officer of Gannett Offset, the firm looked at the availability of idle letterpress equipment, the cost of conversion versus purchasing new offset equipment, and the need for a USA Today printing site in Southern California.

"With the lead times involved," Markey says, "we didn't feel we could get a Metro installed quickly enough. So we elected to make a conversion rather than go out and buy new iron."

Gannett opted to have the conversion done in a warehouse rather than a pressroom, Markey says. This expedited the conversion process and gave Gannett more control over it.

Markey reports the conversion units outperform existing USA Today printing presses, although he is at a loss to explain why.

The prospect of covering the 1984 Olympic Summer Games forced the Los Angeles Times three years ago to pursue a press conversion with Smith/LOC, which involved converting letterpress units that had been used by Newsday, another Times Mirror Co. daily. Charles J. Morrow, the Times' director of production, says the LOC system works well. Nevertheless, he is no fan of used equipment. "I'll take new presses every time," Morrow says, for the same reason he would prefer a new car to a used one.

The pressures on the mailroom have also swelled the ranks of vendors making or "remanufacturing" newspaper mailroom equipment. Newspaper Mailroom Systems is the most notable such company.

Also reconditioning mailroom equipment for newspapers are firms such as Automated Mailing Systems Inc., a Dallas-based manufacturer of labeling and quarterfolding equipment, which once were primarily vendors to the Postal Service and direct mailers. "We get our business from both [newspapers and the traditional mail industry] now," says Scott Helsley, vice president of AMS. Mailroom equipment reconditioned by AMS can cost up to 60 percent less than the same new equipment, he says.

Frequently, the reason a newspaper selects used equipment has more to do with availability than price. As with presses, mailroom equipment takes considerable time to produce, Helsley says, but a newspaper may be able to acquire the device it needs on the used market almost immediately.

While pressroom and mailroom equipment can readily be upgraded and resold, such is not the case with front ends. Technological advances move at such a pace that a newer system can vastly outperform an existing system, even though the new system typically costs considerably less than the old one.

Growth is the most frequently cited reason for acquiring a new system, but another important factor is the unavailability of parts for systems no longer being manufactured.

The Seattle Times recently faced this latter situation, aggravated by increased demand because of the paper's growth. Its decision was to buy a new Atex system and merge it temporarily with the paper's aging Hendrix system for which parts were no longer available.

The paper achieved a limited upgrading of the Hendrix equipment that added "about three years of life to the system," according to Paul E. Doyle, the Times' management services manager. This entailed cannibalizing some Hendrix equipment to replace defective parts elsewhere in the system.

Despite the paper's gum-and-paper-clip endeavor to keep the Hendrix going, it will soon be selling the archaic system piecemeal to others who are trying to keep their Hendrix systems productive.

The inflexibility of the old Hendrix system has convinced Doyle of the importance of having a system that can grow with a newspaper's needs and can change to take advantage of advances in the development of advertising packages.

"That's why we chose the Atex system," he says, "because it held out the promise of future growth. The trauma of change is such that I don't think [newspapers] want to change systems that often."

Growth, or the ability to upgrade, is an important factor to consider when buying any used equipment, but particularly when purchasing used typesetters, according to Michael K. Lambert, sales manager for Atlantic Graphic Systems Inc., a firm that specializes in used equipment.

Used typesetters are economically attractive alternatives to new equipment for smaller dailies and weeklies, says Lambert, so long as buyers are aware of the limitations of used equipment.

A used typesetter that is still being manufactured can sell for about 20-percent below list price on the used-equipment market, while a device that is no longer made can sell for 60-percent below the retail price at which it was first sold. Potential problems arise with used typesetters, Lambert points out, if the manufacturer is no longer marketing the device. Depending on state laws and federal warranty regulations, manufacturers must maintain parts supplies for a specific period of time. Thus the useful life of the device depends on when the maker stops supplying parts for it.

Lambert recommends that newspapers looking at used typesetters be aware of when the manufacturer ceased making the device and whether state laws or regulations might require the manufacturer to maintain an inventory of used parts.

Although the Federal Trade Commission does not regulate spare parts for used equipment, FTC attorney Robert J. Hughes says manufacturers are required by warranty law to maintain spare parts. Hughes also recommends that in addition to determining state laws and regulations on spare parts, newspapers contact the appropriate vendors' association to ascertain whether it has policies on parts inventories.

Lambert also says newspapers should expect little if any support with training programs from firms that have ceased making a particular typesetter. But if a newspaper can live with those restrictions, he says, a used typesetter can be a good buy.

Another route some newspapers have taken with their older systems is to convert them to terminals for the classified department. Barring that, the paper can always try to donate the equipment to a school or charity and write off the donation against taxes.

Although donating the system, after a third-party evaluation, may net a paper more via a tax write-off than it would get by selling the device, caution is needed in either transaction.

In many such cases, notes Doyle of The Seattle Times, "You're passing along a problem that can't be fixed." For that reason, financial officers for newspapers recommend that systems that are either donated to non-profit institutions or sold on the used market be disposed of "as is," with the recipient assuming all responsibility for repair and maintenance.

Newspaper groups have the advantage of being able to recycle older systems from their larger papers to the smaller ones, and they also have the purchasing power of a de facto co-operative when negotiating with vendors for front-end purchases.

For instance, four dailies owned by McClatchy Newspapers were in one stage or another of needing new front ends. The company decided to get new systems for them.

Although each paper had its own evaluation team and gave "mixed recommendations," says McClatchy Vice President Potts, the recommendations were pooled to decide on a single vendor for all four papers, with Systems Integrators Inc. nudging out Atex in the end. Then the company shipped the systems replaced at those papers to four of its smaller papers.

The leasing option. Some newspapers have avoided the problem of obsolescence by leasing their front-end systems, typesetters and other equipment.

According to Edgar E. Jackson, president of LFC Lessors Inc. of Woburn, Mass., there are two main types of leases—operating leases and finance leases.

In an operating lease situation, the lessee usually does not have the option to purchase the equipment. With such a lease, "newspapers are hedging against the obsolescence of the equipment, but they are also giving up their equity in the equipment," Jackson notes.

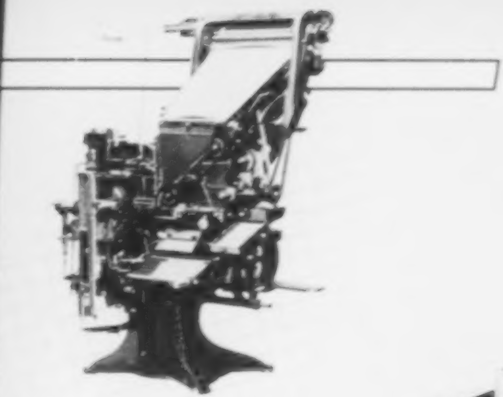
If a newspaper is looking to extend its credit line, Jackson notes, then a finance lease would be a sound way for a newspaper to move up to newer equipment. "People are always looking for other lines of credit," he says. "A finance lease is another source of financing." And the lessee can exercise the option to buy the equipment upon expiration of the lease.

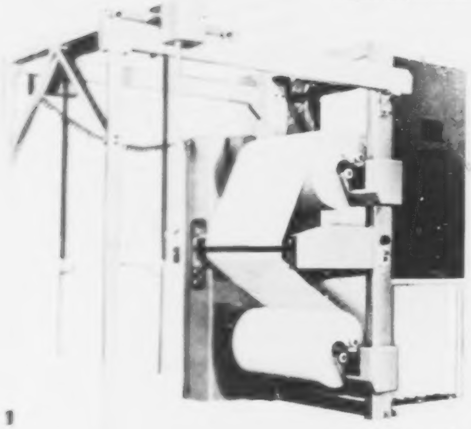
The Times of Kettering, Ohio, spent seven months evaluating its options among five vendors before deciding to lease a front-end system from Mycro-Tek. Publisher James M. Striplin says the decision to go with Mycro-Tek was based on the system's design for smaller newspapers, the ease and efficiency of operation, and cost. If The Times so chooses, it can elect to buy the system eventually.

"From a cash-flow standpoint, it made economic sense to us," says Striplin. "We chose to put our dollars elsewhere. And we can upgrade to advanced equipment without having to [resell or donate] the front end."

The most frequently leased types of equipment for newspapers, though, are copying machines and other business machines.

As with other electronic technologies, copying machines are improving at such a rapid rate that it is impractical to purchase them, according to William Stina, manager of purchasing/newsprint for The New York Times. Moreover, leasing eliminates the headaches that accompany ownership.





Some systems are too small or too large for newspaper needs, or have not stood the test of time.

"When you own the equipment, you're behind the eight ball," Stina points out. But if the vendor is responsible for maintenance, he says, "they're in danger of not having their contract renewed if they don't keep the equipment working."

While personal computers may seem like good candidates for lease agreements, given their swift technological advances, high leasing costs still make purchasing them a better way to go.

"Leasing companies are leasing personal computers at such an exorbitant cost that you might as well buy them," observes Larry Hall, purchasing manager for the Los Angeles Times. "Why spend the money and not have anything in the end?"

Finances, taxes, contracts. While leasing equipment may prove to be a frugal way to finance some new or used equipment, newspapers still use traditional funding methods for the big-ticket items.

According to C. Edward Hege, chairman of the U.S. Taxation Committee of the International Newspaper Financial Executives, newspapers finance their equipment purchases in three primary ways:

- Through the accumulation of money in a "sinking fund" earmarked for future equipment purchases
- From local banks and other lending institutions
- By making financing arrangements with the vendor from which they are buying the equipment.

Hege, a partner in the accounting firm of KMG Main Hurdman in Philadelphia, says that within some newspaper groups, individual papers contribute their excess profits to a corporate cash management plan. When they need equipment, the papers "borrow" the money from the parent organization. This way, Hege points out, less paperwork is involved in the bookkeeping.

Accruing profits for the eventual purchase of equipment can present tax problems for newspapers, according to Phillip M. Kane, controller for Knight-Ridder Newspapers.

While privately held newspapers are more vulnerable to "excess profits" investigations, Kane says public corporations also should be aware of tax implications of sinking funds. "Whether you're a family-owned newspaper or a newspaper group," Kane notes, "you should check out the tax consequences with your tax accountant."

Newspapers planning equipment purchases also should be aware of changes in the tax laws precipated by the Economic Recovery Act of 1981, Hege says. They provide a one-time tax credit of 10 percent of the equipment's cost and accelerated depreciation schedules.

While investment tax credits and depreciation are not variables in and of themselves in purchasing decisions, Hege says "you would want to know about them in terms of figuring your cash-flow situation."

Because the investment credit "offsets taxes dollar for dollar," Hege says newspapers should pay particular attention to it. On a $10-million press purchase, for instance, the credit would be $1 million, or a significant down payment on the press.

As for depreciation, the accelerated cost recovery schedule meant lowering the "useful life" of the equipment from 12-to-15 years to five years.

Between the investment credit and ACRS, Hege points out, the negative cash flow in the example of a $10-million press would be 40 percent, or $4 million.

However, proposed tax-law changes call for scaling back accelerated depreciation and scrapping the investment tax credit.

Another essential element of equipment purchases is the sticky matter of drawing up a workable contract between the newspaper and the vendor. While a service contract may suffice for a copying machine, systems that are complex and sophisticated warrant greater legal attention.

With that in mind, in 1980 ANPA published "Purchase Contract Negotiations and Language Guidelines," a booklet that details what a newspaper should be thinking about, legally, when planning an equipment purchase.

According to the publication, the purchasing process is divided into four general phases: Selection of the equipment necessary for performing the desired task, negotiations with the supplier over terms of the sale, embodiment of the terms of the sale into a written agreement and performance of terms of the agreement by seller and newspaper.

Single copies of the publication are available from ANPA's Legal Department at The Newspaper Center.

Despite this advice and other kinds of help newspapers can receive on the matter of buying equipment, the process is still an adventure that's getting more adventuresome. And the technological maelstrom can blur a buyer's good judgment.

"A lot of people are being led down blind alleys," says Plangere of the Asbury Park Press. Frequently, he continues, newspapers are purchasing systems that are too small or too large for their needs, or that have not yet stood the test of time.

As Robert R. Brooks, Dow Jones manager/special projects, points out about equipment decisions: "You hope you hit it right more times than you hit it wrong." ☐

John Hughes

Crossing the fence one more time

BY MARGARET GENOVESE
presstime staff writer

AP

To be a good government press spokesman, one veteran Washington correspondent recently observed, "You have to do the impossible: please your boss and still keep the press at least moderately happy."

Apparently, John Hughes did the impossible.

In January, as he left the job of deputy assistant secretary of state for public affairs to resume the life of a Massachusetts newspaper owner, Hughes received plaudits from both sides of the briefing podium.

"He was an excellent spokesman," says Bernard Gwertzman, diplomatic correspondent for The New York Times. "He was fortunate in having a good working relationship with the secretary of state, who permitted him access to everything that was going on. So, not only was he a good public spokesman for the department, but in private, which is what I think is more important, he was able to speak with confidence about some of the more delicate foreign-policy questions."

Hughes describes his State Department role as "a rare opportunity," and "exciting and demanding."

"I had covered foreign news a great deal as a correspondent," says Hughes, who won the Pulitzer Prize in 1967 for international reporting for The Christian Science Monitor. "It was a very different perspective to sit very close to the secretary of state and be in on his meetings, read his cables, and see the creation and management of foreign policy from really the inside for a while."

Nonetheless, it is back to newspapering for the 54-year-old Hughes, who has returned to Hughes Newspapers Inc., the group of weekly publications on Cape Cod that he began assembling in the 1970s. He also will write a twice-weekly, syndicated column for the Monitor, starting this month.

His sojourn in Washington was Hughes' only deviation from journalism.

Born in South Wales and raised near London, he became a journalist at age 16 when his family moved to South Africa, a country he says his father "fell in love with" while serving in Britain's 8th Army during World War II.

This man who writes and speaks with such erudition, who has edited the Monitor, explained so well the intricate details of the country's foreign policy to the nation and the world, and headed the American Society of Newspaper Editors (1978), never graduated from college. His only diploma is from an English high school, only coincidentally named Stationers' and Newspapermakers' School. It didn't even teach journalism, he notes.

After several years of newspaper work in South Africa and London, Hughes, a Christian Scientist, came to the United States in 1954 and went to work for the Monitor. A year later, he was back in Africa as the paper's Africa correspondent.

In 1962, after a year as a Nieman fellow at Harvard, he was named the Monitor's foreign editor. Two years later, he became its Far East correspondent and subsequently won the Pulitzer for his coverage of the political upheaval in Indonesia.

In 1970, he returned to Boston headquarters to become the paper's managing editor. Within months, he became editor and later got the added title of manager.

But like many editors, Hughes had a dream of owning his own newspaper. In 1977, he and his wife, Libby, realized that dream and bought the Cape Cod Oracle, a weekly in Orleans, Mass., whose circulation fluctuates between 7,500 and 12,000, depending on the season. He left the Monitor in 1979 to run the newspaper. He soon started another weekly in a nearby town and bought a third. Today, the company owns five publications and has a part ownership in another.

As editor and publisher, Hughes was very much hands-on, says Oracle General Manager Glen Dwinnels, former editorial business manager of the Monitor who left there to help his boss run the new company. Dwinnels says Hughes "made up the front page routinely, saw most of the copy before it was in the paper and was a frequent visitor to the composing room" during production.

It was in 1981 that Hughes received the call to government service, or, as he puts it, "Some folks in Washington suggested that it might be time to do my bit for the United States government."

"At first," he says, "I replied I thought it was a lunatic idea." But he talked to Charles Z. Wick, director of the United States Information Agency, anyway, and decided the job—operating the agency's program division—would be an interesting one. And, "not to sound too maudlin," he thought it would be "a way of paying back" his adopted country, which had made him personally happy and financially comfortable.

He had been at USIA less than a year when he accepted the position of director of the Voice of America. In July 1982, when George P. Shultz became secretary of state, he asked Hughes to join him.

Because of his background and his high-profile performance in Washington, Hughes has been offered—and turned down—a $300,000-a-year job in public relations, the editorship of "a major newspaper" and the ambassadorship to a "large friendly country." The decision to decline the latter offer was a family one. "Our feeling is we don't want to live overseas at this particular time," he explains. Daughter Wendy, 21, and son Mark, 19, are college students.

Options he is still considering include a book—he is the author of two already—and "various projects" at journalism schools.

Meanwhile, he expects his new writing chores will keep him busy. He hopes to alternate between columns that are "fairly hard" on foreign or domestic topics and columns that are "rather more reflective. . .even humorous at times."

People who have worked closely with Hughes say he is a blend of those characteristics—demanding and serious about his work, but also charming and witty—a man with a twinkle in his eye.

"John is a very serious person, in the sense that he takes the issues seriously," observes Alan D. Romberg, who was Hughes' deputy at State. "But at the same time, he is a delightful guy, who has a very irreverent sense of humor, who didn't take himself so seriously that ego got in the way of his relationships either with government officials or the press." ☐

Unenforced codes of ethics invite court action by critics of the press

BY LOUIS M. KOHLMEIER JR.

There is something unethical about press ethics. Journalists talk endlessly about ethics. But our ubiquitous codes of ethics seem mostly unenforced and largely unenforceable, and for good reason. The reason was well stated by Katharine Graham of The Washington Post Co.: "The minute we begin to define, codify and standardize the rights and obligations of the press, we begin to limit those rights and obligations." First Amendment lawyers warn more specifically that codes of ethics are written invitations to press critics to seek enforcement in the courts.

That warning now is coming to pass in the press cases brought by the Securities and Exchange Commission, and now is the time for the press to admit and confront its ethics dilemma.

In a sense, the SEC cases are narrow. They involve business and financial journalism, the only kind of journalism of interest to the SEC. But the cases involve blatantly unethical practices. The most publicized case involves a Wall Street Journal reporter, R. Foster Winans, who with co-conspirators used his Journal position to garner stock-market profits allegedly amounting to $900,000. Winans admitted to grossly unethical conduct and was fired. The SEC's half-dozen other cases were brought against publishers of relatively small newsletters and periodicals offering investment advice to subscribers. The SEC also charged fraud in each of those cases.

The conduct of the defendants in all the cases appears indefensible, but for the First Amendment. The SEC is lawfully responsible for the integrity of the nation's securities markets, and it charges the defendants with breaching that integrity.

Louis M. Kohlmeier Jr.

Are journalists then protected by the First Amendment when they engage in conduct for which others would suffer the wrath of the law? The answer, according to John M. Fedders, director of the SEC's Division of Enforcement, is, "The First Amendment does not convey a right to journalists to commit securities fraud."

The question itself is untenable in terms of journalistic ethics and press credibility. The answer will have the force of constitutional law when it is handed down by the courts and ultimately the Supreme Court.

The SEC is quite aware of the First Amendment. At a recent American University seminar, Fedders said of the press cases, "This is delicate stuff!" The cases are constitutionally so delicate that Fedders insisted the SEC harbors no hostility toward the press. Indeed, he said, he himself had studied journalism at Marquette University, and "I maintain my membership in the Society of Professional Journalists, Sigma Delta Chi."

The securities laws themselves acknowledge the delicacy. The law under which the SEC is prosecuting its newsletter cases exempts "the publisher of any bona fide newspapers. . . ." The SEC argues the newsletters are not bona fide, and therefore are subject to a regulatory scheme amounting to prior restraint. The Wall Street Journal clearly is exempt, and the SEC has come up with the theory that Winans had fiduciary obligations to the Journal and its readers that are enforceable by an agency of government. The Journal's written standards of ethics are by implication incorporated in the SEC's novel theory.

Presumably the SEC is not hostile toward the press and is not trying to create precedent that press critics could use to enlarge government regulation beyond business and financial journalism. But Milton V. Freeman, a Washington lawyer who once worked for the SEC, asserted at the American University seminar that, "If you say this is fraud within the securities statute . . . if you give the federal government power to inquire whether an employee is loyal to the newspaper . . . you have put the federal camel into your tent, and the federal government has thousands of ways in which it can abuse its power."

Perhaps Freeman's fears are overdrawn. But there are dozens of government agencies interested in virtually all kinds of reporting, and press codes of ethics are not limited to business and financial journalism.

No one knows the extent to which reporters unethically use their positions for personal gain in the stock market, on the lecture circuit, or in the political arena. The codes are too obtuse, the conduct too nebulous. I know only that the press is inclined to view the Winans case and its other recent scandals as isolated incidents resulting from the conduct of a few bad apples. That view may be comforting, but it is in my opinion unwise.

If journalism is a profession, the press arguably cannot do without codes of ethics. But the press also cannot do with unenforced codes of ethics that tax press credibility and may tax the First Amendment. ☐

Kohlmeier, a Washington, D.C.-based author and editor, is the director of The National Center for Business and Economic Communication at The American University there. He won the Pulitzer Prize for national reporting as a reporter for The Wall Street Journal and the National Headliners Club award while with the St. Louis Globe-Democrat.

COURTS

Another shopper sues over TMC plan

A Nebraska shopper publisher has sued two daily newspaper companies, alleging antitrust violations in connection with their total-market-coverage programs.

In other antitrust developments, a U.S. District Court judge reversed an earlier decision and refused to bar distribution of the TMC products of two Arizona dailies. And a Maine daily newspaper publisher filed a countersuit against a shopper.

In the Nebraska case, Platte Valley Marketing Inc. of North Platte filed its suit Jan. 10 in U.S. District Court in Lincoln against Western Publishing Co., publisher of the North Platte Telegraph, and its wholly owned subsidiary, Star-Herald Publishing Co., publisher of the Scottsbluff (Neb.) Star-Herald.

James C. Seacrest, president of Western Publishing, who also is named in the suit, had no comment. However, James R. Oates, general manager of the North Platte daily, was quoted in the paper as saying Western will file an answer denying all allegations.

In Arizona, Judge William D. Browning Jan. 8 refused to grant the permanent injunction sought by the Green Valley News and Sun to stop distribution in Green Valley of the TMC products of the Arizona Daily Star and the Tucson Citizen.

Browning said there was no threat of injury to the plaintiff because the Tucson dailies' TMC publications did not routinely contain preprinted advertising inserts, as he had believed when he granted a temporary injunction last September [**presstime**, Oct. 1984, p. 45].

He also said that because the publications do not carry inserts, they are not "shopping newspapers" outside the scope of the Newspaper Preservation Act, as he had previously found.

Without the preprints, the four-page "jackets" are "newspaper publications" and qualify for the act's antitrust exemption, Browning said.

In Maine, Guy Gannett Publishing Co., publisher of Portland's two dailies, filed a countersuit in U.S. District Court charging The Smart Shopper Inc. with using an antitrust lawsuit to force Guy Gannett to buy the shopper at an inflated price [**presstime**, Dec. 1984, p. 32]. Smart Shopper Jan. 21 filed a motion seeking to have the counterclaim dismissed. ☐

Supreme Court denies review of libel cases

The U.S. Supreme Court in January refused to review two cases involving newspapers but heard oral argument in a case involving a financial newsletter.

On Jan. 14, the court denied review of:

- *Gannett v. DeRoburt*, letting stand a 9th U.S. Circuit Court of Appeals ruling sending back to U.S. District Court in Hawaii a libel suit brought against Gannett Co.'s Pacific Daily News in Guam by the president of a Pacific island nation. The lower court had dismissed the suit, citing the act-of-state doctrine, which says courts cannot decide cases in which the foreign policy of a country is central.
- *Oak Beach Inn v. Babylon Beacon*, letting stand a New York Court of Appeals ruling that The Beacon of Babylon, N.Y., does not have to reveal the identity of the author of a letter to the editor in order to defend itself in a libel case. The weekly refused to disclose the name, claiming state shield-law protection.

On Jan. 7, the court heard oral argument in *Securities and Exchange Commission v. Lowe*, a case which raises the question of whether the SEC may stop publication of a financial newsletter [**presstime**, Nov. 1984, p. 33]. ☐

Time magazine prevails in Sharon libel trial

After 11 days of deliberation, a federal jury Jan. 24 found Time magazine did not libel former Israeli Defense Minister Ariel Sharon in a 1983 cover story about the massacre of Palestinian refugees.

Although the jury found that the paragraph in dispute in the $50-million libel action was false and that Sharon had been defamed by it, it found Time had not acted with the knowledge that the information was false or with reckless disregard for whether it was true.

The three determinations were made—and announced—separately by the jury, an unusual occurrence in a libel trial. Usually, a jury is instructed on the various elements of the law and asked to come back with a single determination for or against the defendant.

The segmented verdict holds potential benefits and drawbacks for the press in libel defense, said W. Terry Maguire, ANPA vice president and general counsel. "It's good from the standpoint of potentially reducing the risk of large libel judgments in cases brought by public figures," he said.

Juries will be less likely to find against the press when they are required to consider the constitutional question of whether publication occurred with actual malice separate from the questions of truth and defamation, he explained.

On the other hand, Maguire said, it may "increase the frequency, length and ultimately the expense of libel trials."

The disputed paragraph in the Sharon-Time case referred to an appendix to the report of an Israeli commission that investigated the massacre. The paragraph said Time had learned the appendix contained information on a meeting Sharon had with the family of slain Lebanese President-elect Bashir Gemayel. And it said Sharon reportedly had discussed with them the need to take revenge for the assassination.

Sharon denied he discussed revenge with the Gemayels.

ANPA Chairman and President Richard J.V. Johnson said although there may be further developments or appeals in the case "at the moment, I think we could say the decision that Gen. Sharon was not libeled shows that with a meticulous judge and conscientious jury America's libel laws work." ☐

COURT BRIEFS

- The National Enquirer and Carol Burnett **agreed to a settlement** of an undisclosed amount in the comedienne's libel case against the tabloid.

The settlement has no effect on the $100,000 grants Burnett gave to two universities to further the study of journalism ethics following an initial 1981 jury verdict awarding her $1.6 million [**presstime**, March 1984, p. 31].

- The California Supreme Court ruled 6-1 that **preliminary hearings** in criminal cases must be closed if there is a "reasonable likelihood" of harm to the defendant's right to a fair trial. The Press-Enterprise of Riverside argued for a showing of a "substantial probability" of harm.

The newspaper, seeking to obtain transcripts from a closed hearing, is considering an appeal to the U.S. Supreme Court.

- A South Carolina court ruled that a city's **special gross-receipts tax schedule** for daily newspapers is unconstitutional.

Court of Common Pleas Judge J. Woodrow Lewis ordered the city of Florence to refund $7,135.80 to the Florence Morning News. The sum is the difference between what the newspaper paid under the daily newspaper classification and what it would have paid if it had been classified as a manufacturer. The city has filed notice of appeal.

- A Los Angeles Superior Court judge has ruled that E.W. Scripps Co. may pursue its **$1.1-million libel countersuit** against Victor Guy Ninio. The ruling by Judge Charles E. Jones came on a motion by Ninio to dismiss the countersuit.

Ninio sued Scripps in 1980 over stories in The Cincinnati Post, a Scripps-Howard newspaper. The articles were critical of his conduct as the operator of an ambulance company that contracted to provide service at a rock concert at which 11 people were killed. Scripps has charged that although Ninio has admitted that the stories were accurate, he persists in his libel suit as a way to "silence" further coverage.

LEGISLATION

Committee chairs change hands

As the 99th Congress began its work in January, changes were made in the chairmanships of two Senate committees whose work is of interest to the press:

- Sen. Bob Packwood (R-Ore.) gave up the chairmanship of the Commerce Committee to chair the Finance Committee. However, Packwood retains his seat on Commerce and will chair one of its subcommittees. On Jan. 31, Packwood received the Society of Professional Journalists, Sigma Delta Chi's First Amendment Award in recognition of his support of free speech, including his continuing efforts to remove government content restrictions on broadcasters.

The Commerce Committee has jurisdiction over that and other broadcasting issues. Sen. John C. Danforth (R-Mo.) is its new chairman.

- Sen. David F. Durenberger (R-Minn.) succeeded Sen. Barry M. Goldwater (R-Ariz.) as chairman of the Select Committee on Intelligence. The committee has oversight of intelligence activities and has been the scene of battles over freedom-of-information issues.

Of the 50 new members of Congress, only one has a newspaper background, according to Congressional Quarterly magazine. Rep. Helen Delich Bentley (R-Md.) is a former reporter and editor for The Baltimore Sun and also worked for the Lewiston (Idaho) Morning Tribune.

Of the entire 535-member Congress, 29 members have journalism backgrounds, with 17 of them known to have worked in the print media, according to CQ.

Cigarette ad ban urged

The National Advisory Council on Drug Abuse Jan. 23 called for legislation prohibiting all advertising and promotion of cigarettes.

Specifically, the council recommended a ban on cigarette ads in newspapers and magazines, on billboards, and at concerts and sports events. It also urged an end to cigarette-company sponsorship of concerts and sports events and other promotional activities. Broadcast advertising of cigarettes already is prohibited by law.

In 1984, Congress approved changes in the health warning required in cigarette advertising to make it larger and more specific as to the health hazards associated with smoking [**presstime**, Nov. 1984, p. 33].

REGULATIONS

ANPA study shows good safety record

Newspapers responding to an ANPA survey reported far better accident and illness records than are reflected in federal government statistics for newspapers.

The 534 U.S. newspapers returning the ANPA Accident Reporting System questionnaires reported an average of 2.71 incidents of employee accident and illness per 100 full-time employees in 1983.

The ANPA questionnaire is patterned after one that the Occupational Safety and Health Administration requires of employers of more than 10 people. According to the U.S. Bureau of Labor Statistics, newspapers' responses to the OSHA form showed a 1983 accident and illness rate of 6.2 per 100 full-time employees. BLS said the rate for the printing and publishing industries overall was 6.6 per 100 workers.

Similarily, newspapers in the ANPA study reported an average of 1.21 incidents of lost work per 100 full-time workers due to accident and illness in 1983; BLS reported 2.8 for newspapers and 2.9 for printing and publishing.

The findings are significant because BLS data are used by the federal government in rating the risk involved in industries and by insurance companies in figuring rates. However, ANPA environmental experts cautioned that before any industry-wide conclusions can be drawn from the Association's study, more newspapers must participate in it.

Questionnaires seeking 1984 information have been mailed to the approximately 1,320 U.S. newspapers that are members of ANPA.

Bernadette Pogozelski, ANPA industrial hygienist, said one reason for the low rates in the initial ANPA survey could be a greater response from newspapers with good health and safety records [**presstime**, June 1984, p. 37].

Newspapers that participated in the initial study have been mailed information showing their accident, illness and lost work rates and the average rates for newspapers of similar size. Those with rates above the average were urged to look into the reasons.

Free press under fire in 1984: killings, kidnappings, threats

Journalists, journalism and free speech itself continued to encounter serious challenges in 1984 in many countries, according to several groups that make annual assessments of press freedom.

Some observers warn that the dangers are not limited to Communist countries and developing Third World nations. They say free-press challenges are appearing with increasing frequency in democracies, including the United States.

"Free speech is a dying right," said Peter Galliner, director of the International Press Institute, in the London-based IPI's annual World Press Freedom Review.

Freedom House, an independent group that monitors civil and political rights, said 21 journalists were killed in 15 countries during the 12 months ending November 1984. There were 18 deaths in 10 countries in the year-earlier period, according to an update of 1983 figures. The report of 19 deaths in 1983, published in the February 1984 **presstime** [p. 7], was for the calendar year.)

Also in the January-February 1985 edition of Freedom at Issue magazine, Freedom House reported that in the recent 12-month period: four journalists in four countries received death threats, five in three countries were kidnapped, 72 in 27 countries were arrested while working, 22 were expelled for opposition to 14 governments, and 31 in 12 countries were "beaten, bombed or otherwise harassed." Those numbers, while appalling, were not appreciably higher than the previous year's.

In fact, aside from the increase in killings, 1984 was what Freedom House described as "a generally normal year for journalists" in the world. "In three-quarters of the nations the print and broadcast media were influenced, if not outrightly controlled, by governments. Foreign correspondents had their share of difficulties gaining visas to enter and report from closed societies." Censorship increased in 14 countries, declined in eight.

Of particular concern, said Executive Director Leonard Sussman, was the dramatic increase in instances of "special censorship": It went from 14 cases in nine countries to 82 in 19 countries. Sussman said these sporadic crackdowns "suggest a fragile relationship between governments and the press" even in countries with limited controls on the press.

Such episodes are "very effective" in reducing the incentive to pursue controversial stories, he observed, because they "raise the question: 'When will they do it again? Will I be next?'"

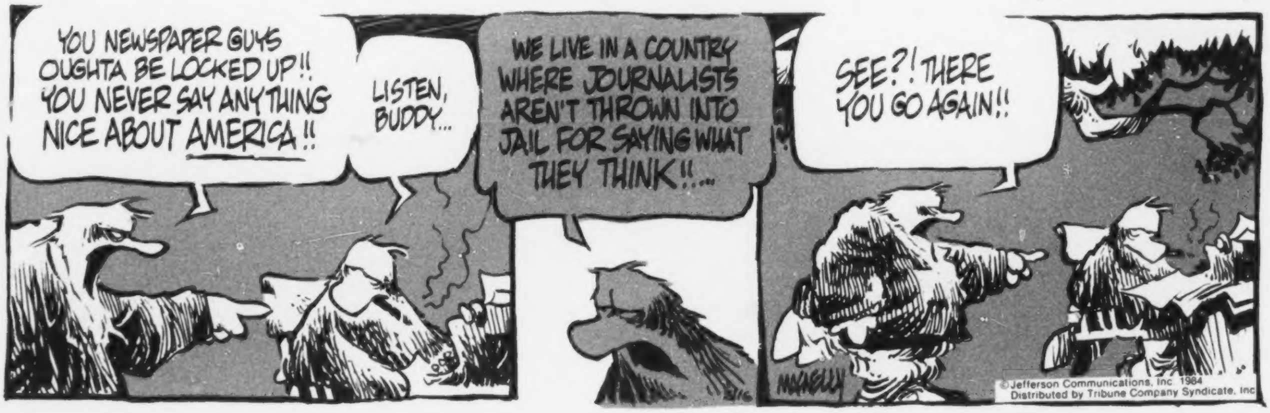
"The most impressive advances in freedom in 1984 were made in the Americas," the New York City-based organization reported, citing as an example the restoration of many press freedoms in Ar-

AP

Newsweek's Barbara Morgan and AP's Reid Miller (second from left) listen to Nicaraguan rebel Pastora (left) moments before they were hurt in explosion.

'Shoe'

By Jeff MacNelly


YOU NEWSPAPER GUYS OUGHTA BE LOCKED UP!! YOU NEVER SAY ANYTHING NICE ABOUT AMERICA!!
LISTEN, BUDDY...
WE LIVE IN A COUNTRY WHERE JOURNALISTS AREN'T THROWN INTO JAIL FOR SAYING WHAT THEY THINK!!...
SEE?! THERE YOU GO AGAIN!!
MACNELLY
©Jefferson Communications, Inc 1984
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Reprinted by permission of Jefferson Communications Inc., Reston, Virginia gentina by the new civilian government.

But Freedom House also said progress in the Americas was offset by trouble in Africa. For example, Lateef Jakande, former IPI chairman and managing director and editor of The Nigerian Tribune, has been imprisoned since Dec. 31, 1983.

In a year-end review of its own, the Inter American Press Association offered a more pessimistic view of the state of press freedom in the Western Hemisphere. It termed 1984 "an Orwellian year for the press in the Americas."

IAPA deplored what it characterized as an increase in "subtle pressures to deny the people their right to know." They include restrictions on the importation of newsprint and other supplies.

IAPA, IPI and Freedom House took note of governmental actions to limit press freedom in democratic nations. "Even longstanding and stable democracies are not exempt from the corrupting power of the state," IAPA noted.

Examples of this trend cited by IPI were Reagan administration efforts to restrict use of the federal Freedom of Information Act and the refusal of British Prime Minister Thatcher's government to approve FOI legislation. In the United States, though, "vigilance and determination on the part of the news media succeeded in stemming efforts to restrict freedom of information," IPI commented.

The U.S. State Department's annual country-by-country report to Congress on human rights, including an analysis of press freedom, was scheduled for release in late January. *—Marcia Ruth*

Three U.S. journalists among 1984 victims

These U.S. journalists were killed or disappeared while working abroad in 1984:

- John Hoagland, a Newsweek photographer, who was caught in cross fire in March in El Salvador
- Linda Frazier, an American reporter for an English-language Costa Rican weekly, The Tico Times, who was killed May 30 when a bomb exploded during a jungle press conference with Nicaraguan rebel leaders
- Jeremy Levin, Beirut bureau chief for Cable News Network, missing since he was reported kidnapped in March. According to anonymous phone calls to Western news agencies, Levin and four other U.S. citizens were being held by a radical Lebanese group.

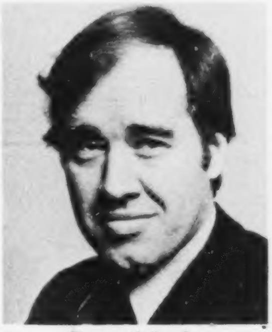
Center for Foreign Journalists to be located in Reston, Va.

A new Center for Foreign Journalists is now in the formative stages.

Primarily designed to train journalists from developing countries, the center is scheduled to open this fall, with headquarters at the American Press Institute building in Reston, Va.

The driving force behind the center is Thomas Winship, who retired as editor of The Boston Globe Jan. 1. A former president of the American Society of Newspaper Editors, Winship will be the center's president. He will devote his tenure as a fellow of the new Gannett Center for Media Studies, beginning this month, to developing the foreign journalists' program and seeking financial support.

Thomas Winship



George Krimsky

Funding will be "totally private," said George Krimsky, who is resigning as news editor of the World Service Division of the Associated Press to become the foreign-journalists center's executive director March 1.

Krimsky said most of the money will come from "media-related foundations." There is already enough on hand to finance preparatory work that will take several months, he added.

The center will offer two options to the more than 800 media-related people from Third World nations who visit the United States each year, Krimsky said.

For those affiliated with programs of about six weeks' to six months' duration, it will offer intensive workshops similiar to API's offerings for U.S. journalists.

For the bulk of the visiting journalists, whose short stay in the United States does not permit setting aside time for training, the center will operate as an information service, providing a wide range of assistance on both technical and news-related subjects.

As the center develops, there are also plans to train U.S. journalists who travel to Third World countries to instruct journalists in those countries.

The center also will develop a database, said Krimsky, that will include the extensive information on training programs in developing countries that he prepared for the second Talloires Conference in France in 1983 [**presstime**, Nov. 1983, p. 21].

In addition to President Winship and Executive Director Krimsky, the center staff is expected to consist of a director of training and a director of information services, as well as clerical support.

The Center for Foreign Journalists is the first tenant at the API building. It has no working connection with the institute. ☐

Host newspapers sought for Third World Journalists

The administrators of the Alfred Friendly Press Fellowships are seeking newspapers to host the 1985 group of Third World Journalists. The fellowships provide about six months in the United States, including about five months of work at a news organization, usually a newspaper.

Ten fellows will be selected from an estimated 100-plus applicants. The program will run from mid-May through the first week in November.

In 1984, the program's initial year, the nine fellows were from India, the Philippines, Singapore, Sri Lanka, Thailand, Turkey (two), Yugoslavia and Zambia. They ranged in age from 24 to 34 and had an average of six years' experience as print or broadcast journalists [**presstime**, Aug. 1984, p. 36].

For more information, contact David Nalle, executive director of the fellowship program, at the Washington, D.C., office of the Institute of International Education, 1400 K St. N.W., Washington, D.C. 20005; (202) 898-0605. ☐

ANPA studies Advo complaint on 2nd-class non-subscriber mail

ANPA in late January was still studying Advo-System Inc.'s complaint about the use of second-class mail for delivery of newspapers' non-subscriber publications. Whether the newspaper industry will respond had not been decided at press time.

Advo, saying this use of second-class constitutes "improper mailings," Dec. 28 asked the Postal Rate Commission to investigate rates charged for such mailings.

The commission followed by asking for comment on the practice from the U.S. Postal Service. The USPS reply was due in late January.

W. Terry Maguire, the Association's vice president/general counsel, said the distribution of "qualified issues of newspapers to non-subscribers is fully consistent with the requirements of second-class mail, provided more than half of the copies are paid for."

He said ANPA's position supporting a "strong and separate second-class mail classification is nearly a century old.... It is to the credit of this class of mail that it has been able to respond to the ever-changing needs of readers and advertisers without losing its essential characteristics."

Some newspaper publishers are mailing non-subscribers a special, weekly issue under second-class rates and delivering the same issue by carriers to subscribers, he explained.

But despite that "technical designation"—that the product is an "issue" of the regular newspaper—by publishers, Advo maintained that such a weekly product "has the characteristics of a 'section' of the regular daily newspaper issue. It should therefore pay third-class postal rates... because it is an 'incomplete copy' of the newspaper."

Alternatively, Advo said, a product sent to non-subscribers should be treated as a "separate publication" with eligibility for second-class judged independently of the regular, paid product.

The nation's largest direct-mail firm said the non-subscriber mail practice "obliterates the fundamental distinctions between second-class issues, sections, and separate publications, and undermines the integrity of the second-class mailing privilege."

Advo said the practice amounts to "federal taxpayers' subsidizing daily newspapers to compete for distribution of advertising circulars."

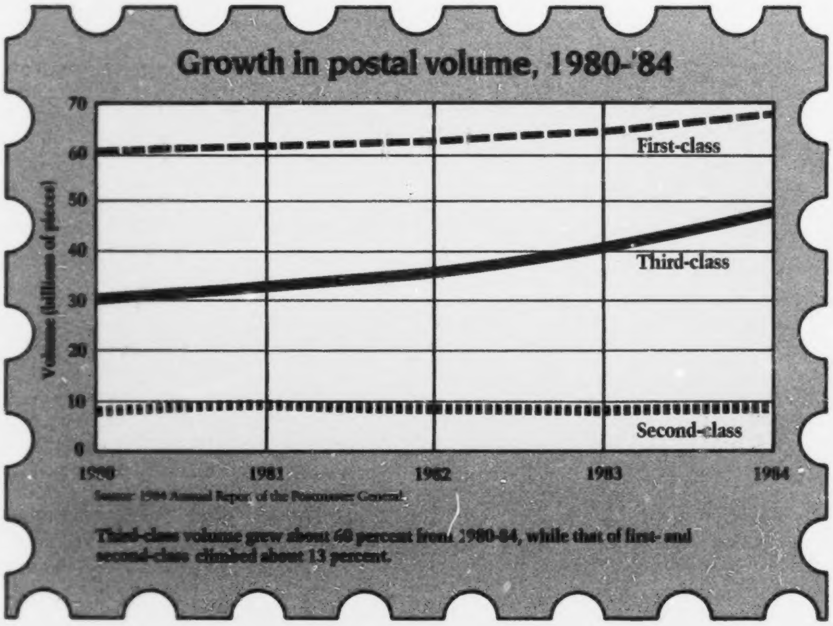
It argued that such a practice is an abuse that may jeopardize postal appropriations for preferred "in-county" second-class mail—a category relied on heavily by many smaller newspapers.

Advo suggested that the commission recommend an amendment to postal regulations to establish "objective tests for the determination of what is a legitimate issue of a second-class newspaper."

In analyzing Advo's complaint, ANPA Dec. 31 mailed executives of member newspapers a "postal alert" asking those using second-class mail for a non-subscriber program to notify the Association. Maguire in late January declined to discuss the number of newspapers reporting such a system, but he said he was impressed by the diversity of non-subscriber programs.

"What is obvious is that there is no one formula approach to what newspapers send to non-subscribers through the mails," he said. ☐

Growth in postal volume, 1980-'84



Source: 1984 Annual Report of the Postmaster General.

Third-class volume grew about 60 percent from 1980-84, while that of first- and second-class climbed about 13 percent.

Association asks court to reverse rate decision

ANPA has asked the 2nd U.S. Circuit Court of Appeals to reverse the Dec. 12 decision on new postal rates that go into effect Feb. 17.

The new fees include relatively low rates for bulk, third-class mail.

The Association, in two separate petitions, said the governors of the U.S. Postal Service made their decision based on insufficient evidence. It will argue that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of U.S. Postal Service institutional costs, or overhead.

The first of the petitions to the court was a notice of appeal in the rate case.

The second was a notice that the Association will intervene in an appeal filed earlier by the Direct Marketing Association [**presstime**, Jan. 1985, p. 48].

W. Terry Maguire, ANPA vice president/general counsel, said ANPA filed to become an intervenor in the DMA case to preserve its right to comment on it.

In late January, no schedule had been set for hearings or for filing briefs in the proceedings. ☐

2 appointed to rate-setting boards

As interest remains high over postal rates, there are some new key players among the organizations involved in setting those rates.

John N. Griesemer, a Springfield, Mo., businessman, was appointed by President Reagan to the U.S. Postal Service Board of Governors.

Griesemer, 55, is president of Griesemer Stone Co., General Warehouse Corp. and Springfield Ready Mix. He fills one of two vacancies on the board, with his term to expire in December 1986.

Bonnie Guiton, former vice president and general manager of Kaiser Center Inc., a subsidiary of Kaiser Aluminum & Chemical Corp. of Oakland, was appointed by Reagan to the Postal Rate Commission.

She succeeds Simeon M. Bright of Keyser, W. Va., for a term expiring in November 1988.

One vacancy remains on the Postal Rate Commission, which makes rate recommendations to the board of governors.

Both appointments are subject to Senate confirmation.

Also, the governors have appointed to the Postal Service's number-two position Jackie A. Strange, regional postmaster general for the 11-state Southern Postal Region. She was named deputy postmaster general, succeeding Jim Finch, who held the job since June 1983. ☐

Postal form revised

The U.S. Postal Service has redesigned the form that second-class mailers use to determine the amount of postage they owe.

The revised Form 3541, to be introduced when new postage rates become effective Feb. 17, accommodates a new discount for regular-rate mail entered at regional postal hubs known as "sectional center facilities."

It also accommodates a new discount allowed for regular-rate mail based on the percentage of editorial content.

For more information or assistance in using the revised form, contact the ANPA Legal Department at The Newspaper Center in Reston.

Electronic delivery of government releases expanding

The White House is not the only arm of the federal government that has made its press releases and other official pronouncements available in electronic form.

ITT Dialcom, which announced in December the availability of the White House News Service, said it also disseminates information from the departments of Agriculture and Labor, the Federal Emergency Management Agency, the Food and Drug Administration, the National Aeronautics and Space Administration, and the Army Reserve.

Access to Dialcom's Fednews database costs $35 an hour, with $25-a-month minimum usage required.

The White House Media Relations Office said it developed the White House News Service to get information to out-of-town news outlets quickly. Some members of the media suggested that the news service could be subject to White House abuse in that some of the information released might be highly political.

The international executive board of the Newspaper Guild passed a resolution calling on President Reagan to "recognize that a government-controlled news service is alien to the American tradition he habitually invokes" and to terminate the service. ☐

Citizen's Choice has good news for press

"In an era when the news media are blamed for just about everything except major natural disasters," they aren't doing so badly after all, concluded a report by a commission sponsored by the U.S. Chamber of Commerce.

In its coverage of news, "the press is responding to the invisible hand of public pressure," concluded The Citizen's Choice National Commission on Free and Responsible Media, composed of more than 30 Americans prominent in various professions, including journalism, which released results of its year-long study Jan. 18 [**presstime**, Feb. 1984, p. 15].

The report, based on information and opinion gathered primarily from seven hearings held across the country, explored issues that emerged as major concerns during the hearings—fairness, depth, privacy and bias. Copies are available from Citizen's Choice, 1615 H St. N.W., Washington, D.C. 20062; (202) 463-5452. ☐

Iowa newspapers no longer exempt from sales tax

An Iowa District Court judge has struck down newspapers' 14-year-old exemption from the state's retail sales tax. But because of the ramifications of his action, Judge A. Lavorato Jan. 16 issued a stay, pending further hearings in the case.

The Dec. 26 order came in a case initiated by the Des Moines Register and Tribune Co. challenging a 1983 state law that prohibited newspapers from obtaining refunds from the state's newsprint-and-ink tax. The Iowa law was enacted shortly after the U.S. Supreme Court found a similar tax in Minnesota unconstitutional [**presstime**, June 1983, p. 15].

In his ruling, Lavorato declared the law barring the refunds was unconstitutional.

He also ruled that Iowa's newsprint-and-ink tax was unconstitutional.

But, because the newsprint-and-ink tax was enacted in 1970 in a legislative package that also contained the newspaper exemption from the retail-sales tax, he ruled both the tax and the exemption must fall together.

Lavorato has scheduled another hearing in the case Feb. 13. Among the issues still to be decided are whether newspapers will get tax refunds or whether the money will be used to offset back sales taxes.

Meanwhile, in Texas, Attorney General Jim Mattox said imposition of that state's sales tax on newspaper subscriptions does not violate the U.S. Constitution.

Mattox's opinion had been requested by Comptroller Bob Bullock, an opponent of the tax [**presstime**, Nov. 1984, p. 56]. Newspaper subscriptions and single-copy sales became subject to the tax last year when the Texas Legislature repealed a seven-year exemption.

"The First Amendment does not prohibit all regulation of the press; there is no question that the states or the federal government can subject newspapers to generally applicable economic regulations without violating the Constitution," Mattox wrote in his Dec. 21 opinion.

Comparing the Texas tax with the Minnesota newsprint-and-ink tax that was outlawed because it singled out the press, Mattox said: "The Texas scheme of taxation . . . does not single out the press for special treatment. . . . Prior to the repeal, newspapers were singled out for special treatment; that is no longer the case." ☐

Editors, educators lament low starting salaries

The acting dean of the University of Tennessee's College of Communications, B. Kelly Leiter, sent four students to interview for a job at a small daily newspaper. "They came back and said: 'Well, I can't live on $165 a week,'" he recalled.

"A lot of students who are considering news-editorial don't feel they have an opportunity to become Yuppies," echoed Cortland Anderson, director of Ohio University's journalism school. "They can't aspire to all the things your news columns are pointing out all the time—how to 'make it' in the world."

The comments underscored the message Leiter, Anderson and other journalism educators imparted at a Jan. 18-19 meeting of the Education for Journalism Committee of the American Society of Newspaper Editors. That message: Low starting salaries present a serious obstacle to getting journalism students interested in newspaper careers. In addition, they said, newspapers have an "image" problem.

The purpose of the meeting in Nashville, attended by nearly 40 newspaper executives and journalism educators, was to examine whether newspapers are attracting the "best and brightest" young people to their newsrooms, and, if not, why not and what can be done about it.

Committee Chairman John Seigenthaler of The Tennessean in Nashville said he felt a need for the examination after seeing a journalism-student profile developed by Ohio State University Professor Paul V. Peterson. According to that profile, the typical journalism student is not as interested in a career in newspapers as in other communications fields.

"Maybe we have been focusing so intensely on recruitment of minorities—and with not all that much success—that we've missed a broader problem," said Siegenthaler, The Tennesseean's editor, president and publisher. He recently served as ASNE Minorities Committee chairman and has been working to bring more minorities into the nation's newsrooms.

The Peterson profile is based on results of an annual survey of journalism school enrollments. Over the past 10 years, the percentage of journalism students in news-editorial sequences—which typically train students for newspaper work—has dropped from 50 percent to 23.5 percent, according to Peterson's latest study.

J.T. Phillips, The Tennessean

Donna H. Donovan of The Argus Leader in Sioux Falls, S.D., makes point as (from left) William L. McKeen of the University of Oklahoma, Harry L. Allen of Western Kentucky University and Seigenthaler listen.

Results were presented at the Nashville meeting, as were findings of another annual study that indicate there is no critical supply problem at this time.

The latter study, conducted by the Dow Jones Newspaper Fund, showed the available pool of news-editorial graduates is still greater than the available jobs. There continue to be one job for every 2.5 graduates who made an attempt to locate work at a newspaper or news service, the Fund said. (See story, p. 37.) It also said there wasn't any brain drain away from newspapers. Newspapers are still attracting their share of the A-students.

The survey shed some light on the question of pay, also, revealing that the median starting salary for 1984 J-school graduates joining daily newspapers was $230 a week ($11,960 a year). The median starting salary for graduates who found daily newspaper work in cities with more than 500,000 population was $270 a week; in cities with less than 20,000 population, $186.

The daily-newspaper median salary was lower than that for public relations, $290 a week ($15,000 a year), and advertising agencies, $255 a week ($12,600), but higher than broadcasting's $270 a week ($11,180 a year). For weekly newspapers, the median was $200 a week ($10,400).

Although the educators indicated that low starting pay was a serious problem in attracting students to newspaper staffs, at least one newspaper executive was not optimistic about the possibility of changing salaries by "fiat."

"We have fundamentally confirmed that the law of supply and demand is alive and well," said John C. Gardner, publisher of the Quad-City Times in Davenport, Iowa. "I think it is safe for us to assume it will continue to function and that we probably won't be terribly successful (in attempting to) artificially boost payrolls far beyond what the market, itself, says is necessary to pay."

However, Gardner said many newspapers' starting salaries are really "probationary" salaries, in effect for a matter of months while the beginning reporter is going through a tryout period. After that, pay escalates rapidly. Newspapers have to do a better job of explaining their salary structure, he said.

Also, the educators said newspapers' image suffers in comparison with other communication work. More attractive salaries is one reason students are gravitating toward other fields, said Arnold H. Ismach, associate professor at the University of Minnesota School of Journalism and Mass Communication. "More attractive jobs" is another.

Ohio University's Anderson said part of the reason for the apparent disaffection of students with newspapers is their perception of how "important" newspaper work is. Television has done "a hell of a job" selling the idea that the public gets its news from television, he said, adding that newspapers have not done enough to combat that impression.

However, Reese Cleghorn, dean of the College of Journalism at the University of Maryland, said newspapers are not competing so much against the broadcast media as against other forms of written communication—advertising and public relations—where students sometimes perceive "better hours, better pay, better careers."

Other educators told of parental pressure on top journalism students to become lawyers instead of newspaper reporters, and of students' perceptions that newspapers are not the "wave of the future."

Among the suggestions made for correcting the image problem were more campus visits by newspaper professionals and changes in recruiting materials.

During the lively two-day discussion, Seigenthaler announced he will appoint a subcommittee of editors and educators to work on ways to improve recruiting. The subcommittee is expected to present a report at the April meeting of the News and Editorial Education Committee, made up of members of ASNE and the Association for Education in Journalism and Mass Communication, the national organization of journalism educators.

"The idea of self-promotion is abhorent to a lot of newspaper people," observed Joseph W. Shoquist, managing editor of the Milwaukee Journal, "but whatever prejudices we might have toward that sort of thing are old-fashioned. It's a competitive world out there."

—*Margaret Genovese*

J-school enrollments steady; more graduates find work

The annual study of journalism school enrollments indicates very little change from a year ago.

However, the yearly report on J-school placements shows the percentage of graduates finding media-related work increased by nearly 6 percent.

- *Enrollments.* Journalism school enrollments during the 1984-85 academic year continued a leveling trend, according to the latest study conducted by Professor Paul V. Peterson of Ohio State University.

Enrollments rose only a "negligible" 1.7 percent, Peterson said, in a comparison of 1984 and 1983 enrollments reported by schools with 500 or more journalism majors.

In addition, "virtually nothing" changed in terms of the makeup of the journalism student body, Peterson reported. The percentage of female students in 1984 was 59.2 percent, up from 57.4 the year before. The percentage of minorities was 8.15 percent, down fractionally from 8.19 last year. Black student enrollment declined from 5.9 percent to 5.6 percent, but Peterson noted that several historically black colleges that participated in the 1983 study did not return questionnaires in 1984.

In all, 180 schools reported a total of 78,856 journalism majors. Last year, 201 schools reported 86,531 majors [presstime, Feb. 1984, p. 40].

- *Placements.* The annual Dow Jones Newspaper Fund placement study revealed that 55.8 percent of 1984 May/June graduates had found media-related work as of four months after graduation, compared with 50.1 in 1983.

The fund attributed the increase to "a significant change in the hiring pattern of minority journalism graduates." It said 54.4 percent of last year's minority graduates found media work, compared with 40.8 percent the year before.

Daily and weekly newspapers hired 16.5 percent of the minority graduates, the largest percentage of any media. However, the percentage of minority graduates hired by daily newspapers was down, from 16.1 percent in 1983 to 12.7 percent in 1984. Yet daily newspapers remained the largest single employer of minority graduates, the fund said.

Overall, daily and weekly newspapers and wire services hired 17.1 percent of the 1984 graduates, compared with 14.6 percent in 1983. Ad agencies were next, hiring 8.6 percent, up from 6.8 percent; public relations agencies and corporate public relations departments, 8.5 percent, up from 7.3 percent; television stations 5.4 percent, down from 5.9 percent; radio stations 5.2 percent, down from 6.2 percent; and magazines 2.8 percent, up from 1.9 percent.

Other media jobs accounted for another 8.2 percent, up from 7.5 percent in 1983. In addition, 25.1 percent took non-media jobs, 7.4 percent went to graduate or law schools, and 11.7 percent were unemployed. ☐

By the year 2000, 2 out of 3 Americans could be illiterate.

Read that again, just to be sure you read it correctly.

Because, believe it or not, it's true.

Even today, about one American adult in three can't read adequately. And, each year that goes by, reading skills continue to decline while the standards for literacy keep rising. By the year 2000, Americans will need greater reading skills than ever before, but fewer Americans will have them. If these trends continue unchecked for two decades, *U.S. News & World Report* envisions an America with a literacy rate of only 30%. Which means that the average person with three grandchildren could find that two of them are considered illiterate.

Before that America comes to be, you can stop it by joining the fight against illiteracy today. It takes no special qualifications. If you can read, you can tutor or help us in countless other ways. You'll be trained to work in programs right in your own community, sharing the satisfaction of seeing people learning and growing. And you'll know that you're not just helping them but their children and grandchildren, too. Because you're stopping illiteracy before it reaches them.

So join the effort. Call the Coalition for Literacy toll-free **800-228-8813**. You'll be fighting illiteracy for generations to come.

Volunteer Against Illiteracy. The only degree you need is a degree of caring.

Ad Council Coalition for Literacy

The Advertising Council introduced a public-service ad campaign aimed at creating awareness of the problem of adult illiteracy and recruiting volunteers to teach reading. Newspapers, magazines and broadcast stations are being asked to donate space and time for the ads.

NIE Conference May 15-17

The 1985 ANPA Foundation Newspaper in Education Conference will take place May 15-17 at Toronto's Park Plaza Hotel. Topics to be discussed range from bytes—using NIE in computer education programs—to baseball—using sports stories and statistics to teach geography.

The conference will be held in cooperation with the Canadian Daily Newspaper Publishers Association.

There will be two optional preconference sessions. One is designed to introduce the NIE concept to beginners, the other to help NIE veterans avoid burnout.

Registration fees are $280 for employees of newspapers and educational organizations, and $375 for employees of commercial firms that provide NIE materials and services. The fees cover all materials and four meals. Accommodations are extra.

For more information, contact Rose Ann Stormer of ANPA Foundation at The Newspaper Center in Reston. ☐

Pacemaker winners named

Eleven student newspapers have been named winners of the 1983-84 Pacemaker awards, jointly sponsored by ANPA Foundation and college and high school press associations.

The winners were judged the best in overall content and appearance in the competitions that attracted 1,400 high school and 630 college entries from throughout the United States [presstime, Dec., 1983, p. 34].

Winners of the high school contest, cosponsored by the National Scholastic Press Association, are:

- The Epitaph, Homestead High School, Cupertino, Calif.
- U-High Midway, University High School, Chicago
- Echo, Glenbard East High School, Lombard, Ill.
- Blue and White, Tamaquah (Pa.) Area High School
- The Oracle, West Springfield High School, Springfield, Va.

Winners of the four-year and two-year college contests, cosponsored by the Associated Collegiate Press, are:

- The Channels, Santa Barbara (Calif.) City College
- The Ranger, San Antonio College
- Collegian, Kansas State University, Manhattan
- College Heights Herald, Western Kentucky University, Bowling Green
- The Daily Texan, University of Texas at Austin
- The Breeze, James Madison University, Harrisonburg, Va. ☐

Details available on exchange program

ANPA Foundation once again is sponsoring its Publisher-Professor Exchange Program.

The program involves visits by newspaper personnel to journalism schools and by journalism faculty members to newspapers.

The visits may be as short as one day or as long as a week or more, according to Judith D. Hines, vice president and director of the Foundation.

To facilitate the exchanges, the Foundation in December distributed a guide on how to arrange a visit, and it will compile lists of exchange candidates that it will share with newspapers and schools.

For further information, contact Hines at The Newspaper Center in Reston. ☐

Study suggests reasons for fluctuating readership

BY GUIDO H. STEMPEL III

A study by the Newspaper Advertising Bureau finds that there is considerable volatility in newspaper reading and subscribing. That may surprise many editors because circulation does not tend to fluctuate greatly from month to month. The usual assumption is that once someone becomes a subscriber, he or she remains a subscriber.

The NAB study was a national panel study involving three telephone interviews with 748 adults over 18 months. Respondents were between the ages of 25 and 44. NAB chose this group because it would not be "so unsettled as to be extremely difficult to trace, nor so settled that one would expect little change."

Respondents were asked if they had read a newspaper yesterday, if they subscribed to a newspaper and how many days a week they read a newspaper. In one or more of the interviews, 87 percent reported having read a newspaper yesterday, but only 54 percent reported all three times that they had read a newspaper the previous day.

In one or more of the interviews, 76 percent reported they were subscribing to a daily newspaper, but only 53 percent reported all three times that they were subscribers.

Eighty percent reported in one or more of the interviews that they read a newspaper four or five days a week, but only 60 percent reported such regular readership in all three interviews.

What accounts for this state of flux?

To some extent, television news does. For some individuals, watching television news replaces reading a newspaper. However, for others, it stimulates newspaper reading: The study found that 72 percent of frequent viewers of television news also were frequent newspaper readers.

The study also found that:

- When people change marital status or move, there is a much greater chance they will stop reading and subscribing to the newspaper. Such losses may be temporary.
- Time available is not a factor. While survey respondents often say they don't have time to read a newspaper, this study found that as people became busier they were more likely to become newspaper readers.
- News interest—the belief that the newspaper is the major source of local, national and international information—is the best assurance of continued newspaper reading. NAB suggests that newspapers emphasize the significance of their news content as a way of keeping subscribers.

Copies of the study report may be obtained from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

• • •

Newspapers may not be as hard to read as some readability studies have suggested. That's the conclusion of Ron F. Smith in a study published in the Summer 1984 issue of the Newspaper Research Journal.

Smith, assistant professor of communication at the University of Central Florida, bases his conclusion on a comparison of scores from several readability formulas. He found that the Flesch formula, the most widely used readability formula, produced substantially higher estimates of difficulty than another method, the Dale-Chall formula.

He analyzed news stories in three newspapers—The Orlando (Fla.) Sentinel, the St. Petersburg Times and The Washington Post. The Flesch formula indicated that all three papers were written at a level suitable for college students, which is to say above the level of the average reader. The Dale-Chall formula, however, put the three papers at a 10th- or 11th-grade level of difficulty.

The disparity in results reflects differences in the two formulas. While both consider the number of words per sentence, the Flesch formula uses the number of syllables per 100 words as a measure of vocabulary difficulty; the Dale-Chall formula uses the proportion of words not on a list of 3,000 common words as an indication of vocabulary difficulty.

Thus, the findings apparently mean that while newspapers tend to use multisyllabic words more than is desirable, they use common words.

The level of difficulty of the vocabulary apparently is appropriate.

On the other hand, there is at least a hint that we need to watch sentence length. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Speeches

Robert F. Erburu

Helen Thomas

Mike Wallace

Edward I. Koch

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

How Journalists and Lawyers Can Serve the Public

Allen H. Neuharth, chairman and chief executive officer, Gannett Co., Rosslyn, Va. Federal Bar Association annual convention, Baltimore, Sept. 21.

Journalistic Credibility and Survival

Robert F. Erburu, ANPA director, and president and chief executive officer, The Times Mirror Co., Los Angeles. Associated Press Managing Editors Association annual convention, Miami, Nov. 27.

Presidents and the Press—Past and Present

Helen Thomas, White House bureau chief, United Press International. National Press Club annual Fourth Estate Award dinner, Washington, D.C., Dec. 5.

The New Competitors

Kathleen Criner, ANPA director/telecommunications affairs, Reston, Va. ANPA Newsprint and Transportation Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Washington, D.C., Nov. 1.

Libel vs. an Attentive, Aggressive and Committed Media

Van Gordon Sauter, executive vice president, CBS/Broadcast Group. The National Center for Freedom of Information Studies, Loyola University, Chicago, Nov. 29.

Hope, Fear and Technology: Changing Prospects in the 1980s

Michael Marien, editor, Future Survey, Bethesda, Md. Nazareth College of Rochester, Rochester, N.Y., Nov. 12. (Or see Dec. 15, 1984, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the Libel Defense Resource Center annual dinner, New York City, Nov. 7:

Fairness Testing Belongs Not in the Libel Courts but in the Court of Public Opinion

Mike Wallace, correspondent, CBS News

Is the Increased Use of Libel Suits a Threat to the Healthy Tension Between the Press and Public Officials?

Edward I. Koch, mayor, New York City

From the Magazine Publishers Association annual American Magazine Conference, Nassau, Bahamas, Oct. 21-24:

The Entrepreneurs

Rupert Murdoch, chairman and chief executive officer, News America Publishing Inc.; S. I. Newhouse Jr., chairman, Condé Nast Publications Inc.; and Malcolm S. Forbes, chairman and editor-in-chief, Forbes magazine; moderated by John Mack Carter, editor in chief, Good Housekeeping; all of New York City.

Television's True Rating Points

Dennis H. Leibowitz, vice president, Donaldson, Lufkin & Jenrette Inc.; Solomon Dutka, chairman of the board, Audits & Surveys Inc., both of New York City; and Nicholas Johnson, syndicated columnist and former member, Federal Communications Commission; moderated by Donald E. Welsh, president, Telepictures Publications Inc., New York City.

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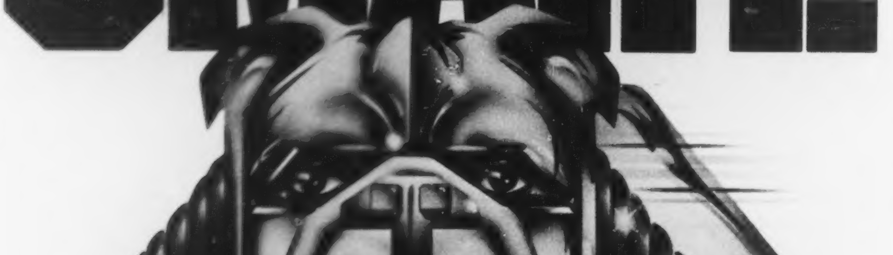

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Conference & Exposition shaping up as record-breaker

"Countdown to the 90s—Demand$-Decision$-Direction$" will be the theme of the 57th Annual ANPA Operations Management Conference & Exposition June 8-12 in New Orleans.

"The Conference will address the crucial demands, decisions and directions newspapers must face as they count down toward continued growth and profitability in the 1990s," Conference Director Peter P. Romano said.

Romano, ANPA director/technical services, said the event "looks like it's going to be another barn burner." The Association has commitments from more than 200 manufacturers of newspaper and graphic-arts equipment for over 265,000 square feet of exhibit space—an area 35,000 square feet larger than last year's record-breaking show in Atlanta.

Because of its size, the equipment *Exposition* will be located at the 130,000-square-foot Rivergate Exhibition Center, which alone held the 1973 trade show, and the new, nearby New Orleans Convention Center, with 350,000 square feet.

Alan Tepper

Rivergate (center) is close to the Hilton (second high-rise from the left), the Holiday Inn (second from right) and the Windsor Court (far right).

The two facilities can comfortably accommodate the exhibits with space left over for food-service areas and walkways. Four miles of carpeting will be laid in the aisles of the two halls for aesthetics and convenience.

Complimentary shuttle bus service will be provided between the two buildings, which are four blocks apart.

Site of the *Conference* sessions will be The New Orleans Hilton Riverside and Towers. "The Hilton has excellent meeting facilities," Romano said, "and it is conveniently located near both exhibition halls."

Noting that New Orleans "usually draws well" for an ANPA trade show, Romano said about 12,000 people are expected to attend, or about 1,000 more than last year's show in Atlanta.

He said New Orleans is an especially attractive city for the 1985 Conference & Exposition because of the many improvements that were made in conjunction with the World's Fair held there last year.

ANPA has reserved 6,000 rooms at 13 New Orleans hotels for the Conference & Exposition. The Hilton Riverside and Towers and the Sheraton New Orleans will be co-headquarters hotels. Other official Conference hotels are the New Orleans Marriott, the Fairmont, the Hyatt Regency, the Iberville, the International, the Intercontinental, the Meridien, the Windsor Court, the Royal Orleans, the Holiday Inn Crown Plaza and the Royal Sonesta.

Special hotel rates are available to Conference-goers. Information will be contained on housing forms that will be mailed to member newspapers and others in early March.

Free shuttle bus service will be provided between the hotels and the Rivergate Exhibition Center, where registration will be conducted.

Registration fee will be $30, which includes admission to both the Exposition and the Conference sessions. There will be no pre-registration.

The tentative program, as developed by the Operations Management Conference & Exposition Arrangements Committee, follows:

Monday, June 10

Arrangements Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc., will chair the opening General Session on "Mid-Decade Demand$." Ashton Phelps Jr., publisher of The Times Picayune and The States-Item in New Orleans, will give the welcoming address, and Richard J.V. Johnson, chairman and president of ANPA and president of the Houston Chronicle, will address the session.

Subsequent speakers will discuss "Media Competition and Steps Towards Greater Success by '80s End," "ROI (Return on Investment) from Quality Printing," "Distribution: How Can We Serve Our Advertisers?" and "Marketing Your Strengths."

Topics of the three concurrent symposiums will be "The Newsroom: Pagination, et al.," "Setting Standards for Quality" and "Innovative Ideas for Smaller Newspapers."

Tuesday, June 11

Larry Strutton, vice president/operations for the Los Angeles Times, will chair the General Session. It will feature "New Horizons: A Report from the ANPA Distribution Task Force," presented by Gene McDavid, vice chairman of the ANPA Technical Committee and vice president and general manager of the Houston Chronicle.

A panel, "Pre$$ing Deci$ions," will feature a dialogue between newspaper executives and four presidents of press manufacturing and marketing firms.

Topics of the three concurrent symposiums will be "Commercial Printing: Your Tandem Market," "Ink Issues: Rub Off, Recycling and Regulation," and "Post-Press Packaging: Pre-Print Predicament."

Wednesday, June 12

Robert C. Achorn, executive vice president/publisher of Worcester (Mass.) Telegram & Gazette Inc., will chair the General Session. With the theme "Electronic Direction$," a panel of newspaper executives and the presidents of firms that manufacture front-end and pagination systems will discuss the future of pagination and other electronic systems.

Following that will be presentations on "AD/SAT"—satellite delivery of advertising materials to newspapers—and "Another Industry's Perspective." That part of the session will be moderated by Norman P. Dusseault, operations manager for the Times Publishing Co. of St. Petersburg.

Topics of the three concurrent symposiums will be "Keeping Your System Up," "Scanning the Scanners" and "PCs: Effective Usage by Newspapers." ☐

Metal-patching substance saves

The Lexington (Ky.) Herald-Leader has come upon a quick, inexpensive way to repair damaged parts on presses and other machinery.

Using a product called Belzona Super Metal, the maintenance department was able to fix the damaged bearers on the blanket cylinder of the paper's Goss Metro offset press.

The process saved the newspaper thousands of dollars in replacement costs—a can of Super Metal costs $20—and weeks in down time. Super Metal is a resin-based synthetic metal that fills holes in metal much like epoxy, but is stronger.

Repairs were needed because of a "web wrap" that occurred on a half deck soon after the press' installation in 1980, according to Hank Kidneigh, Herald-Leader technical services manager.

"The plate cylinder slipped but the blanket cylinder did not," Kidneigh said. "As a result, a very bad groove was worn into both the drive side and operator side bearers on the blanket cylinder."

To replace the bearers would have required stripping down the unit and sending the blanket cylinder to Goss to have new bearers installed. It would have taken at least two weeks and cost about $10,000, he said.

As a stopgap, the press crew ran the unit "blanket to blanket," with minimal pressure on the bearers, until last spring. But that resulted in "excessive blanket wear," Kidneigh noted.

Around that time, a local supply distributor introduced Kidneigh to the Belzona product. Herald-Leader machinists subsequently ground out and chamfered the damaged area of the bearer, then applied the substance and secured it with a steel mold and jack screw.

The crew used heat lamps to maintain the 150-degree temperature needed to set the material. The repair was then machined to .0002 of an inch under the bearer size.

In all, such a repair should take about six to eight hours, Kidneigh said.

Because of poor preparatory work, he said, the Super Metal had to be reapplied. The last attempts have kept the press running successfully for more than six months. In fact, the Super Metal is wearing "better than the base metal," he said.

And since repairing the bearers, Kidneigh has found several other uses for the substance—in particular, building up bearer shafts. The manufacturer, Belzona Molecular Inc., of Uniondale, N.Y., also markets similar products that could be helpful in repairing conveying and mailroom equipment, he said.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, The Newspaper Center, Reston. ☐

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ANPA-INK performs better than expected in tests

ANPA-INK™ non-petroleum-based letterpress black ink not only met expectations as an alternative to conventional letterpress inks but also provided unexpected dividends in recent tests conducted at The Washington Post and The London (Ontario) Free Press.

"As far as I'm concerned, the ANPA-INK letterpress black is ready for commercial use," said George Cashau, ANPA director/technical research. "We've accomplished our goal of developing a substitute black letterpress ink. . . . Everything else is a bonus."

The project that gave birth to ANPA-INK stemmed from the OPEC oil embargo of the 1970s, which threatened to cut off the supply of oil used to make inks and inflated ink prices. The project's thrust was to develop a non-petroleum-based vehicle for the ink pigments and other ingredients.

Essentially, ANPA-INK is a mixture of gilsonite—a commonly found black mineral—carbon and tall-oil fatty acid, which is a byproduct of the pulping process in paper manufacture. The Association holds the patent on ANPA-INK.

Since coming up with the new ink formula, ANPA researchers have suspected the product would print more newspaper copies than traditional inks. Initial tests conducted at The Newspaper Center in Reston revealed, on a per-pound basis, that the new ink could produce 40-percent more newspapers than conventional inks, with all variables being equal.

Subsequent Washington Post tests yielded even more impressive results. They indicated ANPA-INK is more than twice as productive as conventional inks.

"We knew it was going to get more mileage, but not as much as it got," said ANPA ink chemist John Moynihan, who headed the Association's ink-development project.

For the Post test, U.S. Printing Ink manufactured 1,000 gallons of the ink, which was run on the Post's "J" press line for about a month in late autumn. The results were compared with the performance of other letterpress presses using conventional black ink.

Printing at a reflective density of .95, the J press consumed 14.5 pounds of ink for every ton of newsprint, while the other presses used 33 pounds, according to Andrew Harteveld, manager of the Post's Northwest Washington, D.C., plant.

The London Free Press ran about 220 gallons of the ink produced by Inmont Corp. on three units in late summer.

Ian M. Pittendreigh, production director, said the ink ran cleaner and generated less mist than conventional black ink.

The Free Press results also indicated better mileage and laydown.

"We ran a lot more newspapers than we thought we would," Pittendreigh said. "We estimated we had enough ink for three days, but we ran four-and-a-half."

The Ontario daily planned another test on a full press line in late January, using 1,000 gallons formulated to its specifications. It was designed "to determine if (ANPA-INK) really is an acceptable alternative," Pittendreigh said, adding that he was "optimistic" on the test's outcome.

Tests of ANPA-INK offset black ink will begin this month at the Charleston, W.Va., newspapers, and of letterpress color inks at The Newspaper Center.

Although ANPA's research on the letterpress black ink is completed, Cashau said the Association will assist any firm or newspaper wanting to continue testing the letterpress black ink. "We're certainly willing to help newspapers and ink companies that want to do more research on it," he said.

ANPA licenses the rights to produce ANPA-INK for a $10 annual fee in order to encourage provision of the ink for newspapers, according to William D. Rinehart, ANPA vice president/technical. The Association previously had reduced the annual licensing fee from $500 to $10.

Thus far, Inmont Corp. and Canada Printing Ink hold licenses to produce the letterpress black ink. Recently, Nippon News Ink Co. Ltd., a Tokyo-based ink manufacturer, and J.M. Huber Corp. signed license agreements. ☐

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Marker cuts mailroom downtime

To make a system work more efficiently, it sometimes takes a little thinking, some improvisation and following the adage to "try, try again."

The Virginian-Pilot and The Ledger-Star of Norfolk, Va., found that out with its Signode bundle-tying machines.

To increase distribution efficiency, the newspapers use different colored straps to wrap around bundles for their five major zones.

When they started the system, the tying machine housed a spool that dispensed the appropriate color for each zone. "The problem with this method," said Distribution Manager Jerry Hall, "was that every time you wanted to change a zone, it called for stopping the machine, pulling one reel of color strap out and rethreading the next color strap. You could lose 25 minutes easily changing straps."

The newspapers then decided to replace the five-spool system with one spool of clear plastic that was colored with the appropriate ink. But the ink bottles frequently broke, Hall said, with ink spilling on operators' clothes or on the floor.

The newspapers' solution is a unique system employing felt-tip markers in lieu of ink bottles or colored straps.

Using materials on hand, newspaper machinists developed a nylon block that holds a spring-loaded felt-tip marker. The marker presses against the strap as it passes through the tying machine.

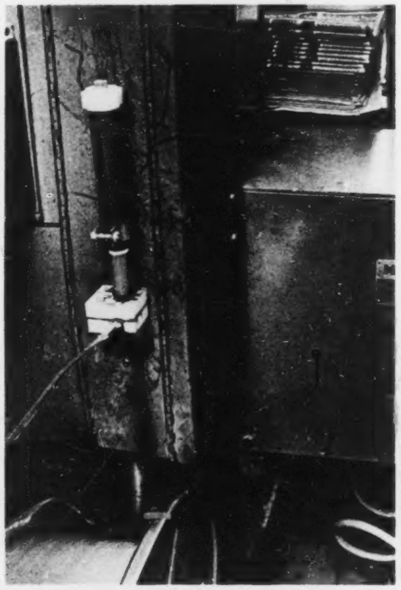
This arrangement allows mailroom personnel to change the zone designation by merely changing the marker to another color. "Changing the colors is only a matter of pulling a plastic tube up and switching the markers," Hall pointed out. "There is no mess and no moving parts, and you don't have to stop the machine anymore."

The system "allows us to identify bundles in the Traymatic (delivery system) when it goes down," Hall said. "And it lets the drivers know they have the correct bundles."

Each marker costs less than $1. Ink bottles for the old system cost $16, Hall said. Added to the cost of the ink bottles were old strap inkers that cost $1,300, he said.

The newspapers are so pleased with the performance of the magic markers that the devices have been installed on all nine of the papers' Signode tiers.

—Paul Kruglinski



Charles Meads, The Virginian-Pilot and The Ledger-Star

Nylon block holds felt-tip marker.

Newspaper ink testing encouraged

Newspapers are being advised by the ANPA Environmental Task Force and the technical staff to contact their ink suppliers to obtain certification that the color inks the newspapers are buying do not contain large concentrations of undesirable heavy-metal salts, such as lead and chromium.

Color ink produced according to specifications developed by ANPA for AdPro® and AD-LITHO inks, which were formulated to assist newspapers in obtaining ink with a consistent quality, do not contain substances which are currently listed by state or federal agencies as posing environmental risks, or require special handling or disposal.

For $20, ANPA member newspapers can have a 1-ounce sample of color ink tested for lead and chromium. Samples should be sent to the Ink Testing Lab at The Newspaper Center in Reston. ☐

TECHNOLOGY NOTES

- Printing Industries of America Inc. and Strategic Futures Inc., a graphic arts marketing research and consulting firm, are conducting a study on **preprint trends.**

The study, titled "The Future of Insert/Flyer Marketing and Production: Trends and Critical Developments (1985-1990)," is scheduled to be completed early next year.

- Xerox Corp. will **close its Shugart subsidiary**. Based in Sunnyvale, Calif., Shugart is a major manufacturer of disk drives used in the newspaper business.

A Xerox spokesman said the firm will continue to supply parts and support for existing Shugart disk drives "for as long as possible."

- Newspapers intending to participate in Kodak's 1985 "**Run for the Money**" contest for outstanding color reproduction, must register by March 11. Winners will be announced during the ANPA Operations Management Conference & Exposition June 8-12 in New Orleans.

Contact Walt Manzek, Eastman Kodak Co., International Photographic Operations, 343 State St., Rochester, N.Y. 14650; (716) 724-3707.

TECHNOLOGY CALENDAR

- Printing Industries of America will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

- The Southern Newspaper Publishers Association's **1985 Production Conference** will be March 10-12 at the Hyatt Regency Nashville.

- The **Mycro-Tek Users Group** will meet March 15 at the Europa Hotel in Chapel Hill, N.C.

- The Northwest Printing Production Conference will hold its **40th Annual Graphic Arts Conference and Exhibit** March 22-24 at the Minneapolis Plaza Hotel.

- **America★East Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 27-29 at the Hershey (Pa.) Lodge & Convention Center.

- **Print 85**, the biennial printing equipment exposition and graphic arts show, will be April 13-20 at McCormick Place in Chicago.

1984 newsprint consumption sets record

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1984, according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11.44 million metric tons, an increase of 8.1-percent from 1983.

Consumption by U.S. dailies was up 5.2 percent to 8.34 million tons.

Canadian production for 1984 totaled 9.02 million tons, an increase of 6.2 percent from 1983. Shipments from Canadian newsprint mills were 9.03 million tons, an increase of 7 percent.

Last year's production by U.S. mills reached 5.03 million tons, up 7.3 percent. Shipments from U.S. mills totaled 5.07 million tons, an increase of 8.4 percent.

At the end of December 1984, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 48 days' supply, compared with 46 days a year earlier. North American mill stocks were down about 14 percent.

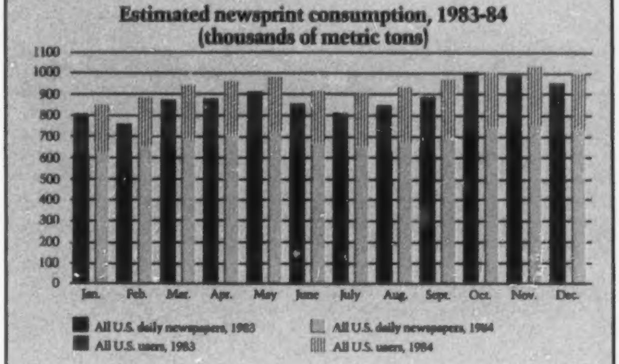
Canada's newsprint operating rate for 1984 was 92 percent, and in the United States it was 92.6 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	October 1984(r)	October 1983	% Change
Northeast	184,599	186,346	-0.9
North Central	160,600	157,656	+1.9
South	235,643	229,560	+2.6
West	161,981	156,627	+3.4
Circulation size			
up to 25,000	50,907	53,898	-5.5
25,001-100,000	130,064	126,789	+2.6
Over 100,000	561,852	549,502	+2.2
October totals	742,823	730,189	+1.7
Region	**November 1984**	**November 1983**	**% Change**
Northeast	188,882	180,598	+4.6
North Central	159,362	155,548	+2.5
South	244,296	235,256	+3.8
West	165,095	158,882	+3.9
Circulation size			
up to 25,000	50,140	55,231	-9.2
25,001-100,000	133,913	129,306	+3.6
Over 100,000	573,582	545,747	+5.1
November totals	757,635	730,284	+3.7
Region	**December 1984(p)**	**December 1983**	**% Change**
Northeast	178,695	166,820	+7.1
North Central	152,431	148,343	+2.8
South	241,868	232,963	+3.8
West	165,435	154,217	+7.3
Circulation size			
up to 25,000	48,559	56,610	-14.2
25,001-100,000	130,986	131,597	-0.5
Over 100,000	558,884	514,136	+8.7
December totals	738,429	702,343	+5.1
Twelve-month totals	8,335,069(p)	7,924,612	+5.2

Production

	Canada	U.S.A.	North America
November 1984	757,802	417,402	1,175,204
November 1983	774,361	413,976	1,188,337
Increase	-16,559	+3,426	-13,133
or decrease	-2.1%	+0.8%	-1.1%
December 1984	740,022	388,787	1,128,809
December 1983	673,298	372,060	1,045,358
Increase	+66,724	+16,727	+83,451
	+9.9%	+4.5%	+8.0%
Twelve months 1984	9,015,754	5,028,374	14,044,128
Twelve months 1983	8,486,092	4,687,408	13,173,500
Increase	+529,662	+340,966	+870,628
	+6.2%	+7.3%	+6.6%


Estimated newsprint consumption, 1983-84 (thousands of metric tons)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
October 1984	902,506(r)	36(r)	6
October 1983	784,896	33	5
November 1984	874,494	37	7
November 1983	749,949	33	6
December 1984	877,144(p)	41(p)	7(p)
December 1983	790,118	38	8
Canadian mills			
November 1984	317,474	--	--
November 1983	352,272	--	--
December 1984	285,091	--	--
December 1983	302,983	--	--
U.S. mills			
November 1984	65,717	--	--
November 1983	117,544	--	--
December 1984	63,799	--	--
December 1983	100,706	--	--

Estimated consumption of all U.S. users

	1984	1983	% Change
October totals	1,017,000(r)	1,001,000	+1.6(r)
November totals	1,038,000	985,000	+5.4
December totals	1,002,000(p)	954,000	+5.0(p)
Twelve-month totals	11,443,000(p)	10,589,000	+8.1(p)

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1984	562,201	92,923	114,544	769,668
November 1983	570,069	96,196	99,578	765,843
December 1984	563,207	97,468	111,730	772,405
December 1983	535,675	79,056	107,856	722,587
Twelve months 1984	6,600,870	1,069,790	1,362,986	9,033,646
Twelve months 1983	6,033,679	970,017	1,435,713	8,439,409
Increase or	+567,191	+99,773	-72,727	+594,237
decrease	+9.4%	+10.3%	-5.1%	+7.0%
From U.S. mills				
November 1984	398,690	----	23,588	422,278
November 1983	389,385	----	22,859	412,244
December 1984	370,523	----	20,182	390,705
December 1983	370,256	----	19,973	390,229
Twelve months 1984	4,806,955	----	258,326	5,065,281
Twelve months 1983	4,409,346	----	265,096	4,674,442
Increase	+397,609	----	-6,770	+390,839
or decrease	+9.0%	----	-2.6%	+8.4%
From North American mills				
Twelve months 1984	11,407,825	1,069,790	1,621,312	14,098,927
Twelve months 1983	10,443,025	970,017	1,700,809	13,113,851
Increase	+964,800	+99,773	-79,497	+985,076
or decrease	+9.2%	+10.3%	-4.7%	+7.5%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised (p) = preliminary

Settlement reached on Canada's exports to Europe

Canada and the European Economic Community have settled on a tariff-free quota of 600,000 metric tons per year for Canadian newsprint imported into the EEC, beginning this year.

The level is 150,000 tons less than the ceiling sought by Canadian producers and below the 700,000 tons Canada has exported to Europe in recent years. However, the Canadian Pulp and Paper Association projects current newsprint exports to the EEC will fall within the newly established quota [**presstime**, June 1984, p. 50]. According to CPPA, Canada exported 485,300 tons to Common Market countries during the first 11 months of 1984 compared with 617,300 tons during the same period a year earlier.

The drop in exported tonnage is attributable in part to some Canadian companies' opening newsprint-manufacturing operations in Europe. However, some mills have expressed concern that the ceiling will be construed as being "cast in concrete" and unalterable in the future.

"We can live with it for now," a CPPA spokesman said of the quota. "We're satisfied that it was the best deal obtainable at this time. But the European publishers are disappointed."

Talks between Canada and the EEC commission began more than a year ago in an attempt to resolve the dispute [**presstime**, Feb. 1984, p. 45]. At that time, the Europeans had proposed reducing the existing 1.5-million-tons-per-year quota, beginning January 1984, to 500,000 tons. Simultaneously, the EEC eliminated tariffs on about 2 million tons of Scandinavian newsprint. ☐

Most of '84 labor pacts have 3-year terms

Of the 114 labor contracts negotiated in 1984 at U.S. pulp and paper mills, 75 were for three years and 26 for two, according to an annual study by the American Paper Institute. Eleven contracts were for one year, and two were for four years.

First-year wage increases amounted to a weighted, national average of 3.7 percent. Deferred increases averaged 4.7 percent for the second year and 4.5 percent for the third.

The following chart summarizes the wage provisions for 1984 contracts:

1984 first-year wage increases

Region	Mills	Employees	Weighted average[1]
New England	30	10,139	4.9% (52¢)
Eastern	14	5,570	4.3% (39¢)
Southern	7	4,013	5.3% (62.5¢)
Midwest	38	16,973	4.7% (49¢)
Pacific	29	10,790	.21% (2¢)
National totals 1984	118	47,485	3.7% (39¢)
National totals 1983	149	69,629	5.6% (59¢)

Deferred wage increases (negotiated in 1984)

Second Year (1985)

Region	Mill	Employees	Weighted average
New England	25	9,605	4.9% (55¢)
Eastern	14	5,570	4.0% (39¢)
Southern	7	4,013	5.0% (62¢)
Midwest	35	15,553	5.4% (58¢)
Pacific	26	10,350	3.9% (56¢)
National total	107	45,091	4.7% (55¢)

Third Year (1986)

Region	Mill	Employees	Weighted average
New England	20	8,873	4.6% (55¢)
Eastern	8	3,692	3.3% (35¢)
Southern	7	4,013	4.3% (55¢)
Midwest	21	7,049	5.5% (63¢)
Pacific	25	10,242	4.4% (63¢)
National total	81	33,869	4.5% (57¢)

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[1] Excluding cost-of-living clauses and bonuses.

3 more mills reach agreements

Workers at three more North American newsprint mills have approved new, three-year labor agreements.

In Canada, Canadian Paperworkers Union members ratified contracts at two Nova Scotia installations—Bowater Mersey Paper Co.'s mill in Liverpool and Nova Scotia Forest Industries' mill in Point Tupper. The contracts follow what has become the pattern at newsprint mills in Eastern Canada since last year, with wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

In the United States, members of the Association of Western Pulp & Paper Workers ratified a contract at Boise Cascade Corp.'s Steilacoom, Wash., mill. It provides for a $1,000 cash payment in the first year, a 4-percent increase in the second and 4.5 percent in the third [**presstime**, Jan. 1985, p. 57]. ☐

Conrail public sale proposal submitted to DOT

Management of Consolidated Rail Corp. formally has proposed that Conrail be sold to the public through a stock offering.

The railroad requested that the U.S. Department of Transportation consider the proposal on the same basis as purchase offers of three private parties [**presstime**, Jan. 1985, p. 51].

The proposal includes a $1.4-billion, lump-sum payment to the government for its 85-percent interest in Conrail.

Conrail's chairman has launched a lobbying effort against sale of the railroad to a single owner and in favor of the public offering. DOT is expected to issue its decision in the near future.

Meanwhile, Conrail reported record earnings in 1984 of nearly $500 million—more than 50 percent higher than 1983's $313-million net income.

In other developments, Conrail:

- Has become the second party to file for U.S. Supreme Court review of a lower court's decision that partially vacated the Interstate Commerce Commission's deregulation of boxcar traffic. The ICC itself was the first to petition the Supreme Court [**presstime**, Nov. 1984, p. 55].
- Plans to assess a $2,000 annual maintenance charge for private sidings that do not produce a minimum of seven carloads of freight during 1985. The fee will be payable June 30, 1986. ☐

Panel urges extension of Canada rail rates

The Canadian Transport Commission, in a report concluding that rail regulation in the United States and Canada is not compatible, has recommended that Canadian rail regulation be expanded to include confidential contract provisions on shipments to and from the United States.

The commission, reporting on the effects on Canadian carriers [**presstime**, Nov. 1984, p. 55] of the U.S. Staggers Rail Act of 1980, also proposed that:

- Tariff surcharges for trans-border traffic be permitted
- CTC approval no longer be required for carriers' and shippers' agreements on liability limitations.
- CTC regulation not apply to traffic routed through Canada between a U.S. origin and U.S. destination. ☐

Mar. 1983 p.37

GCIU, ITU to vote on merger

Members of the International Typographical Union are scheduled to vote March 27 on whether to merge with the Graphic Communications International Union.

Leaders of the two unions reached agreement on a merger document in January, meeting by mere hours a deadline set by last year's ITU convention.

The GCIU's general board will meet the week of Feb. 4 to take formal action on the document.

The ITU's five-member executive council approved the agreement in late January and scheduled the referendum. ITU Secretary-Treasurer Thomas W. Kopeck said the council's decision was not unanimous.

If an agreement had not been reached by Jan. 8, the ITU would have held a referendum on a proposal to merge with the Teamsters [**presstime**, Jan. 1985, p. 62]. "We still hope ITU members will get an opportunity to vote on our proposal," said Mary Ann Keeffe, research director for the Teamsters.

If the ITU-GCIU merger agreement is approved by the memberships, the new organization will retain the GCIU name. Headquarters would be in Washington, D.C., in the GCIU's office building.

The present ITU headquarters building in Colorado Springs, which is on land owned by the ITU Union Printers Home, would be deeded to the home. ITU President Robert S. McMichen said in a letter to local union officers that the future of the home is "guaranteed."

Under the agreement, McMichen would become executive vice president of the merged unions. GCIU President Kenneth J. Brown would remain president. Provisions were made for the ITU secretary-treasurer to become financial secretary and the three vice presidents to hold the same title in the merged union. Also, 12 ITU members would be added to the GCIU's current 42-member general board, which is scheduled to be reduced to 27 members by 1992.

The GCIU is the product of an earlier series of mergers involving pressmen, photoengravers, lithographers and bookbinders, culminating July 1, 1983, with the merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union.

The GCIU owns this $16.5-million headquarters building in Washington.

"The new merger agreement continues the trend in the newspaper business to large industrial unions," said ANPA Vice President/Human Resources Roy W. Anderson. If the merger is approved, he said, "The GCIU, Teamsters and The Newspaper Guild will remain as the representatives of the vast majority of organized workers in newspaper bargaining. These large unions mean a real opportunity for successful collective bargaining or a return, in some cases, to the adversarial relationships caused by destructive power."

Guild President Charles A. Perlik Jr. said he "hopes the respective memberships (GCIU and ITU) will endorse this merger."

In a Jan. 14 letter to ITU locals, McMichen said that most of the basic ITU traditions and laws would be retained and that while mergers of local ITU and GCIU unions would not be required, they would be "encouraged."

The ITU president said the agreement provides for "a true organic merger" and guarantees that "the interests and concerns of printing industry workers will be addressed only by members elected from within our trade, not appointed by outsiders."

Meanwhile, processing is moving slowly for the grievances filed by a dozen international representatives and three office workers fired by a majority vote of the five-member ITU executive council. The discharged employees are represented by the International Federation of Staff and Office Employees. ITU Vice President Allan J. Heritage, a council member who supports affiliation with the Teamsters, voted against the discharges.

Heritage said in a recent message to members that the delay and refusal to accept the processing of the grievances are "the tactics of unfair employers."

He also wrote in the January issue of the ITU's Typographical Journal that the GCIU "does not have the resources to give us the necessary backing in bargaining situations and does not have the financial base to assist us in crisis situations as does the Teamsters."

"If a GCIU proposal is shoved through without meetings and an opportunity to ask questions and debate," Heritage wrote, "I believe that we will have a disaster, with large groups of our active members leaving the ITU." *—Clark Newsom*

Newspaper strikes increased in '84

Strike activity at North American newspapers in 1984 was up slightly from 1983. Last year, there were five strikes affecting five dailies and a weekly newspaper company, as well as one lockout. In 1983, there were but three strikes.

A significant change last year was that four dailies were shut down during the disputes. In 1983, the three struck papers continued publication.

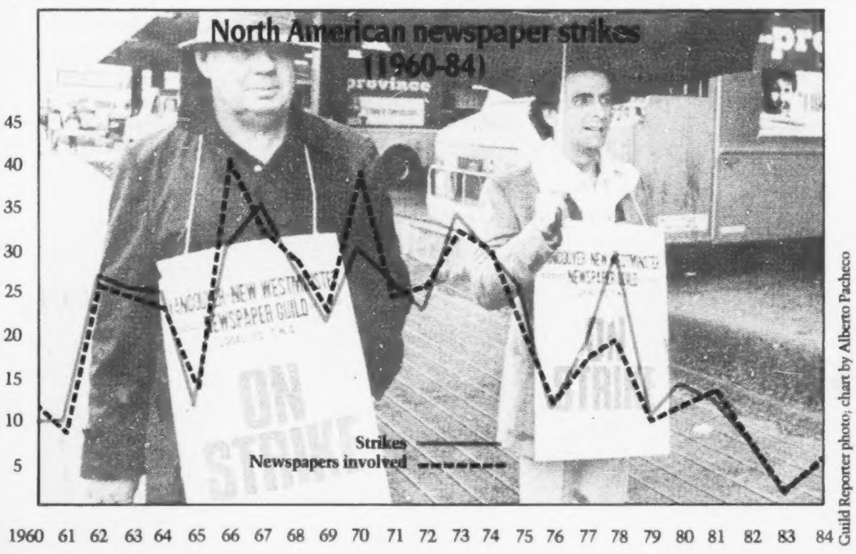
Also notable was Newspaper Guild involvement in all of the 1984 labor disputes. Guild President Charles A. Perlik Jr. said it was "only coincidence," not a trend toward a more militant union. In one strike, he noted, the Guild is the only union in the plant.

The 1984 strikes involved:

- The Sudbury (Ontario) Star, which suspended publication Feb. 22 in a dispute over new contracts with the Guild, the International Typographical Union and the Graphic Communications International Union. The unions contended they were locked out, but the company said workers' interference with production was a strike under the province's labor laws. The unions ratified new contracts Oct. 11, and the Star resumed publication Oct. 15.
- The New York Post, where the Guild struck between March 31 and April 2 in a new contract dispute. The Post published.
- The Province and The Sun in Vancouver, British Columbia, where Guild, GCIU and ITU locals struck between March 28 and May 18 over new contracts. The newspapers resumed publication May 24.
- The San Juan (Puerto Rico) Star, where the Guild—the only union at the paper—struck Oct. 14 over terms of a new labor agreement. The strike carried over into 1985 and was continuing in late January. Guild members were putting out an interim weekly called the San Juan Sun, and the Star was publishing a weekly tabloid printed in the United States and distributed to subscribers through the mail.
- Press Publications, a group of weeklies based in the Chicago suburb of Elmhurst, Ill., where a nine-member Guild editorial unit struck May 29 over an initial contract. The company continued to publish, and the strike was still in progress in late January.

The lockout of Guild and ITU members occurred Aug. 24 at The Gazette of Montreal after a series of work stoppages. Publication resumed Sept. 4 after agreements were reached on new contracts.

Two ITU strikes that predate 1984 are continuing at The News of Paterson, N.J. [presstime, Sept. 1984, p. 45], and at The Evening Tribune of Welland, Ontario [presstime, Dec. 1983, p. 44]. ☐



Guild Reporter photo; chart by Alberto Pacheco

NLRB rules deliverers are not employees

Motor route drivers delivering The Daily Mining Gazette of Houghton, Mich., are independent contractors rather than employees, the National Labor Relations Board recently ruled.

The 10 drivers were therefore excluded from a bargaining unit of mailroom employees organized by the Graphic Communications International Union.

"We find most significant that the employer exercises no control over the manner and means by which the desired result, daily delivery of the newspapers, is accomplished," the board said.

The board noted that the drivers:

- Are free to run their routes in whatever order they wish
- Are hired with the understanding that they will be independent contractors
- Are not required to display the newspaper's logo
- Are not subject to work rules or a dress code
- Are not required to drive a particular kind of vehicle
- Can hire substitutes
- Are permitted to make deliveries for clients other than the newspaper
- Do not receive fringe benefits
- Are paid a lump sum for each run completed.

The board said it was "mindful" that the drivers do not have a proprietary interest in their routes and do not assume an entrepreneurial risk. The other factors, however, supported the finding that they are independent contractors, it said.

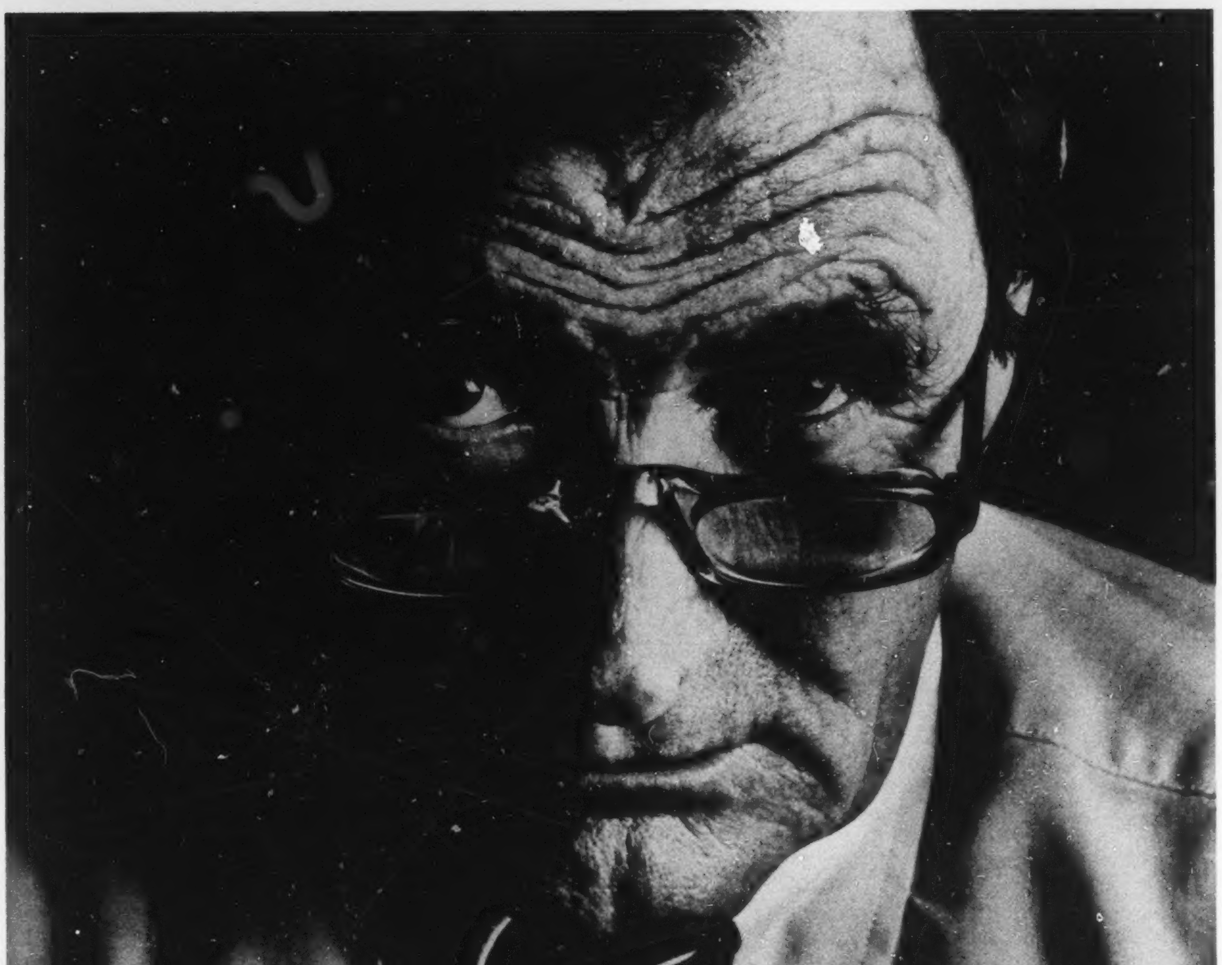
(The Daily Mining Gazette, a division of Thomson Newspapers, and GCIU, 273 NLRB No. 55) ☐

Recent contract settlements

Boston Globe, GCIU, ITU, Teamsters: Three-year agreements covering printers, pressmen, mailers, photoengravers and drivers; retroactive to Jan. 1, 1984.

Indianapolis Star and News, independent: Four-year agreement covering circulation department employees; retroactive to Sept. 1, 1984.

(Details in February 1985 ANPA Labor & Personnel Relations Letter.)



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Union held entitled to information on Star plant sale

The Washington Star, shut down Aug. 7, 1981, by owner Time Inc., still lives in litigation.

After the closing, The Washington Post bought the Star's plant and most of its equipment. In a recent decision, the NLRB ordered the Star to furnish Columbia Typographical Union No. 101 with a copy of the sales-purchase agreement. The union had requested a copy of the agreement in September 1981, contending that it was needed to determine whether there had been a violation of the lifetime job guarantee and successorship clauses in its labor contract with the Star.

In 1983, an administrative law judge upheld the union's right to the information. The board has now affirmed that ruling.

The order provides that Time Inc. may delete sales prices from the agreement before giving a copy to the union.

A spokesman for the company said the decision will be appealed.

(The Washington Star Co. and Columbia Typographical Union No. 101, 273 NLRB No. 61) ☐

Contract covers correspondents

An unusual labor agreement covering editorial district correspondents who work out of their homes was recently negotiated by The Patriot Ledger of Quincy, Mass., and an independent union.

The newspaper may be the first with unionized correspondents, according to General Manager Richard D. Allen.

Correspondents or "stringers" are usually independent contractors. In Quincy, however, they have been treated as employees since 1965.

In 1982, the correspondents voted to be represented by The Patriot Ledger Editorial Association, and two years of negotiations followed.

The correspondents, who work 40-hour weeks covering community activities, are paid a minimum weekly salary of $190 and a maximum of $248 after three years' experience.

A spokesman for The Newspaper Guild said, "By and large, our contracts don't cover stringers but attempt to define who is an employee. The contract is highly unusual." ☐

Kansas City papers and ITU reach new agreement

A four-year dispute between The Kansas City Star Co. and the International Typographical Union over the terms of labor contracts covering printers and mailers was recently settled when the employees ratified new six-year agreements.

Capital Cities Communications Inc. bought the Star and Times in 1977. When the labor agreements expired in 1980, the company refused to extend certain terms—such as participation in the ITU Negotiated Pension Plan—that had been negotiated with Typographical Union No. 80 and Mailers' Union No. 7 prior to the purchase.

In 1983, the ITU retained the consulting services of the Washington, D.C.-based Kamber Group to design an "informational" campaign to put pressure on the company to reach an agreement. Capital Cities was subsequently put on the AFL-CIO's "unfair list" [presstime, June 1983, p. 32].

Under the new agreements, retroactive to Dec. 4, 1984, the printers and mailers will be covered by a company pension plan rather than the ITU's multiemployer plan.

The employees received an immediate $120 weekly increase with incremental raises to follow over the six years. ☐

Arbitration awards

Camden (N.J.) Courier-Post, GCIU: Eli Rock upheld the union's position that two paper handlers were entitled to triple pay for Memorial Day work.

Lansing (Mich.) State Journal, GCIU: Robert G. Howlett upheld management's right to adjust the schedule of certain pressmen to avoid overtime in the printing of the company's total-market-coverage product.

New York Daily News, ITU: Richard Adelman ruled that the company did not violate the labor agreement by temporarily changing the starting time for mailers.

Washington Post, GCIU: Francis W. Flannagan upheld the discharge of a paper handler who had a history of disciplinary problems, including absenteeism, tardiness and sleeping on the job.

Washington Post, ITU: Millard Cass set forth guidelines for the parties to follow in a dispute over pay for employees who are scheduled to work on a holiday but fail to do so because of claimed illness.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

NLRB elections

Baltimore Sun, Guild: Computer hardware support specialists voted 12-2 against representation by Local 35 of The Newspaper Guild.

(NLRB Case No. 5-RC-12325)

Cincinnati Enquirer, Guild: Newsroom employees voted 73-38 in favor of representation by Guild Local 9.

(NLRB Case No. 9-RC-14411)

Columbus (Ohio) Dispatch, ITU, Teamsters: Mailroom employees voted 117-4 in favor of representation by Local 473 of the Teamsters.

(NLRB Case Nos. 9-RD-1232, 9-RC-14603)

Escondido (Calif.) Times-Advocate, ITU: Composing, camera and pressroom employees voted 18-6 against representation by San Diego Typographical Union No. 221.

(NLRB Case No. 21-RC-17503)

Manitowoc-Two Rivers (Wis.) Herald-Times-Reporter, GCIU: Advertising, accounting and circulation departments employees voted 18-5 in favor of representation by Local 563 of the Graphic Communications International Union.

(NLRB Case No. 30-RC-4433)

Norfolk (Va.) Virginian-Pilot and Ledger-Star, Guild: Photoengraving department employees voted 16-0 against representation by Guild Local 219.

(NLRB Case No. 5-RC-12315)

13 dailies lost in 1984, 3 fewer than in '83

There was a net loss of 13 daily newspapers in North America last year, compared with a net loss of 16 in 1983.

Four new dailies were started in 1984. However, 17 others stopped daily publication.

Of those 17, six dailies suspended outright, eight were lost through mergers with other dailies, and three converted to weekly publication, according to information available to ANPA.

Information obtained after publication of last year's report [**presstime**, Feb. 1984, p. 51] shows that another daily, the Conroe (Texas) News, was launched in 1983; that one all-day publication, the Jacksonville (Ill.) Journal Courier, dropped its evening edition; that one daily, the Perry (Iowa) Chief, converted to weekly publication; and that two others, the Reno (Nev.) Journal and Gazette, merged.

New dailies started were:

- Window Rock (Ariz.) Navajo Times (July 16)
- Leesville (La.) Leader (April 3)
- New Lexington (Ohio) Perry County Today (Sept. 22)
- Caraquet (New Brunswick) L'Acadie Nouvelle (June 6)

Suspending outright were:

- Berkeley (Calif.) Gazette (March 10)
- Fullerton (Calif.) Daily News Tribune (Dec. 28)
- Richmond (Calif.) Contra Costa Independent (May 13)
- Huntsville (Texas) News (July 15)
- Terrace (British Columbia) Herald (May 25)
- St. John's (Newfoundland) News (June 4)

Merging were:

- Bishop (Calif.) Sierra News with Inayo Register—Dec. 28)
- Pueblo (Colo.) Star-Journal (with Pueblo Chieftain—May 1)
- Winsted (Conn.) Citizen (with Torrington Register-Jan. 3)
- Columbia City (Ind.) Post (with Columbia City Commercial-Mail—Feb. 16)
- Greensboro (N.C.) News and Record (to all-day publication—March 19)
- Oklahoma City (Okla.) Oklahoman and Times (to all-day publication—March 1)
- San Antonio (Texas) Express and News (to all-day publication—Sept. 10)
- Beckley (W.Va.) Raleigh Register (with Beckley Post-Herald—Dec. 31)

Converting to weekly were:

- Casey (Ill.) Reporter (Sept. 4)
- Nevada (Iowa) Journal (June)
- Hatboro (Pa.) Today's Spirit (Oct. 8) ☐

Gluck says Globe-Democrat is on track

Jeffrey M. Gluck

At the St. Louis Globe-Democrat, nearing its first birthday under new management, a strong dose of cost cutting has helped the paper do what many considered impossible—it has survived.

Publisher, president and part-owner Jeffrey M. Gluck told **presstime** that "nobody predicted we would be here a year later." But here he is, and making a profit too, he says.

Last February, the then 30-year-old Gluck, took control of the ailing 131-year-old paper, which its owner, Newhouse Newspapers, planned to close.

In short order, the joint operating agreement between the Globe-Democrat and the St. Louis Post-Dispatch, owned by the Pulitzer Publishing Co., was severed, and the p.m. Post-Dispatch switched to morning publication, going head-to-head with the Globe-Democrat.

Although acknowledging that circulation has dropped since he took over, Gluck maintained that the paper is getting a bigger share of the advertising dollars available to the two metros and that his paper was in the black during most of the last five months of 1984. Financial records of the company, which Gluck said he and his wife solely own, are not available.

Nick Pennimen, general manager of newspaper operations at the Post-Dispatch, declined to comment on any aspect of the Globe-Democrat.

In the six months ending the Sept. 30 before the paper's sale, the Globe-Democrat had average daily circulation of 255,141, according to the Audit Bureau of Circulations. By last September, the average was down 17 percent. In those 12 months, audited circulation of the Post-Dispatch jumped 15 percent.

Gluck said circulation reached a bottom of 202,000 in July and then rose to 220,000 in late 1984. About 16,000 subscribers were lost between December 1983 when he bought the paper and late February when he took control, he said.

Today, in Gluck's view, there is a newspaper battle, if not a war, being waged in St. Louis. The Post-Dispatch is printing more pages and has lowered its ratio of advertising to news "to create a size gap between the two papers," he claimed. He expects the Post-Dispatch to hold to the strategy "just long enough to blow us out of the water."

On a recent Friday, the final edition of the Globe-Democrat had 42 pages compared with 68 in the Post-Dispatch.

The Globe-Democrat has 370 employees compared with 212 at the time of the sale, but Gluck said the number can be misleading. The editorial side has 30 to 40 fewer people. The new employees are in the circulation, production and business departments the paper had to staff when the joint operating agreement was dissolved. Compared to the paper's overhead for these services under the JOA, he said, the staff is lean.

Other savings have come from using employees to drive delivery trucks instead of independent contractors, getting the editorial staff to accept a 6-percent pay cut and having the paper printed under contract, Gluck said.

But the paper has "not scaled down operations" or changed the newshole, he said. "We hold our own much better (than the Post-Dispatch newsroom) with a much smaller staff."

—Barbara J. Friedman

United Press Canada sold to competing CP

Two financial transactions have left Canada with but one national wire service.

First, United Press International sold its 20-percent interest in United Press Canada to Toronto Sun Publishing Corp., which owned the other 80 percent. Then Toronto Sun Publishing sold all of UPC to the Canadian Press, a cooperatively owned wire service.

CP President Keith Kincaid said Sun Publishing approached Canadian Press about the possibility of selling UPC. CP responded, Kincaid said, that Sun Publishing would first have to acquire 100 percent of the company's shares. He said the Sun then approached Washington, D.C.-based UPI with the offer.

UPC had not made a profit in its seven years of operation. It was recently hurt by the defection of two major subscribers, The Toronto Star and The Gazette of Montreal, which continue to get CP service.

At UPI headquarters, spokesman David Wickenden said the firm will market its services directly in Canada as it did prior to UPC's founding. He said UPI will again "have our own staffers and bureaus" in Canada. "We have a commitment not to diminish news coming from Canada," he said.

No financial terms of the sales were disclosed.

But after the transaction was announced, Canadian antitrust investigators began a routine study to determine if it violates the Combines Investigation Act, which prohibits mergers that may be "to the detriment of the public."

In an unrelated development, UPI co-owners Douglas F. Ruhe and William E. Geissler agreed to sell half of their interest in Chicago's WFBN-TV to Grant Broadcasting of Chicago. Ruhe has said that any assets they can sell will be put into UPI [**presstime**, Aug. 1984, p. 61]. ☐

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UPI posts first profit since 1963, says turnaround plan working

Under the man-bites dog criterion of journalism, the latest financial report from United Press International qualifies as big news: The second-largest U.S. wire service is in the black.

In the last quarter of 1984, UPI posted its first operating profit since 1963. The news service released preliminary financial results showing a $1.1-million profit based on revenues of $25.4 million and expenses of $24.3 million.

Officials said the profit was made possible by wage cuts and personnel reductions, savings in communications costs, and internal management controls such as canceling all company credit cards. It was not a result of selling off properties or portions of the business, they reported.

Wage and personnel cutbacks were part of a plan implemented last summer to restore UPI to profitability. As part of that plan, about 200 employees were laid off. Remaining workers were subjected to a 25-percent pay cut followed by gradual increases in existing levels [**presstime**, Sept. 1984, p. 64]. The first in that series of phased pay increases, a 10-percent hike, occurred on schedule in December.

"Achieving a profit is a dramatic and tangible step forward for UPI," said Luis G. Nogales, president and chief operating officer.

It demonstrates UPI's "ability to operate within its own means," he said, adding that it is "a clear sign that UPI is on the right path for continued growth in 1985."

"We are working on recapitalizing UPI over the next few months," Nogales said. "We will continue to monitor and improve our financial performance, while developing the substantial marketing and new business opportunities that exist for UPI."

Nogales also said the positive fourth-quarter cash flow "was applied to long-term payout agreements with vendors" such as AT&T. ☐

Comments accepted on 'marriage mail' trademark

Public comment will be received until Feb. 22 on Advo-System Inc.'s trademark application for the term "marriage mail."

If the U.S. Patent and Trademark Office receives no opposing comment, the trademark likely will go into effect sometime between mid-April and mid-June, officials there said.

Advo filed for the trademark on "marriage mail"—the name it has given its shared-mail program—after working out an agreement with ANPA that also involved the term "TMC." Many newspapers use the latter as shorthand for their total-market-coverage programs.

Under the agreement, Advo would give up its existing trademark on "TMC," and ANPA agreed not to oppose Advo's petition for a trademark on "marriage mail" [**presstime**, Nov. 1984, p. 48].

Advo's holding a trademark on the term will mean that newspapers may not use it in general reference to shared mail either in their news columns or as a label to services provided.

Advo already has contacted some publications and requested that they refrain from using the term, according to ANPA Counsel Claudia James.

For further information, contact James at The Newspaper Center, Reston, Va. ☐

Foundation sells its 3 dailies

Public Welfare Foundation Inc. has agreed in principle to sell its three newspapers to The New York Times Co.

The parties did not disclose the price to be paid for the dailies: the Spartanburg (S.C.) Herald-Journal (morning, circulation 47,184), The Tuscaloosa (Ala.) News (evening, 30,634), and the Gadsden (Ala.) Times (evening, 29,007).

Nor would they comment on published reports speculating on the price. One report said the price was more than $115 million; another said it exceeded $150 million. The latter figure would make it one of the highest per-subscriber prices ever paid for a U.S. newspaper, according to industry analysts.

Public Welfare is one of two newspaper-owning private foundations that have a 1989 deadline by which they must, under federal law, sell 50 percent of their newspaper holdings. The other is The Houston Endowment, owner of the Houston Chronicle.

According to President Davis Haines, the Public Welfare Foundation's board decided to sell after an unsuccessful attempt to obtain legislative relief from the divestiture requirement.

A provision that would have changed the law and allowed the two foundations to retain their newspaper holdings was passed by the Senate last year but was dropped from a major tax bill by a House-Senate conference committee [presstime, Aug. 1984, p. 38]. ☐

Recent acquisitions

Ledger Publications Inc. of Noblesville, Ind., acquired The Noblesville Daily Ledger, circulation 8,819.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Daily Transcript of Dedham, Mass., circulation 11,976, and The News Tribune of Waltham, Mass., daily circulation 13,121.

Tri-County Newspapers Inc., a subsidiary of the Gloucester County Times of Woodbury, N.J., acquired The Star-Beacon of Ashtabula, Ohio, daily circulation 19,843; The News-Herald of Conneaut, Ohio, daily circulation 4,739; the Lake County Telegraph of Painesville, Ohio, daily circulation 17,619; and the Geauga Times Leader of Chardon, Ohio, daily circulation 8,919. ☐

Cowles stockholder sues directors

Cowles Media Co., which publishes the Minneapolis Star and Tribune, is not for sale. That statement Jan. 10 by Chief Executive Officer and Chairman David Kruidenier was followed a week later by a suit charging five past and current directors with violating their fiduciary duties to stockholders. Kingsley H. Murphy Jr., who controls 17 percent of the stock in the privately held company, seeks damages "in excess of $40 million."

Murphy had announced his intention to sell shortly after an offer was made in November to buy the Des Moines Register & Tribune Co., which was later put up for sale by its directors [presstime, Jan. 1985, p. 66]. The Register & Tribune Co., which also is headed by Kruidenier, owns 12 percent of Cowles Media.

In his statement on the Minneapolis-based company, released jointly with major stockholder John Cowles Jr., Kruidenier said many Cowles family members "feel that, in light of the potential sale of the Des Moines Register and Tribune Co., it is important to make clear that they agree with the board of directors of the Cowles Media Co. that the company is not for sale."

Cowles Media owns three other dailies besides the Minneapolis paper, as well as other media properties. ☐

USA Today defends inaugural support

The inaugural parade may have been canceled due to freezing winds in the Nation's Capital, but sale of inaugural memorabilia heated up this year, thanks to free advertising in USA Today.

And behind the heat there was smoke, as critics questioned the propriety of a newspaper's signing on as a "sponsor" of a presidential event.

USA Today strongly defended both inauguration "sponsorship" by "The Nation's Newspaper" and the granting of what Charles Overby, communications vice president and special assistant to the chairman of Gannett Co., called "a special rate" for ads for commemorative items sold to help pay for the $12-million event.

Officials of the inaugural committee said the rate was indeed special: free. Between Dec. 28 and Jan. 25, the 1.3-million-circulation paper carried seven full-page and four double-truck color ads. A one-page color ad normally costs about $28,000, Overby said.

He also said inaugurals are "not for one person and one party but for all Americans, and it is our hope we can be associated with inaugurals from now on." ☐

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Convention program shapes up with presstime 'Fun Run'

The program for the 99th Annual ANPA Convention continues to take shape.

The three-day event in Miami Beach will get off to a running start at 6:30 a.m. Monday, May 6, with a "Fun Run," sponsored by **presstime**. The two-mile race is open to Convention registrants and their families. Tee shirts will be awarded to all participants completing the run, and prizes will be awarded to the top male and female finishers.

Rep. Dante B. Fascell

In recently announced program additions, U.S. Rep. Dante B. Fascell (D-Fla.), a member of the House Foreign Affairs Committee, will speak at the Tuesday General Session on Latin America [**presstime**, Jan. 1985, p. 68].

At the same session, several Latin American publishers will talk about their experiences in a panel discussion titled "Publishers Under Fire," arranged by the Inter American Press Association and chaired by Horacio Aguirre, publisher and editor of Diario Las Americas in Miami and immediate past president of IAPA.

Speakers at the Wednesday General Session on libel, privacy and insurance will be: Parker D. Thomson, a member of the Miami law firm of Thomson Zeder Bohrer Werth Adorno & Razook, which represents The Miami Herald; Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group and a member of the Washington, D.C., law firm of Hanson, O'Brien, Birney & Butler; Joseph P. Averill, a Miami lawyer who serves as general counsel to The Miami News and who also represents other media clients; and Katharine P. Darrow, general counsel of The New York Times and chairman of the ANPA Legal Affairs Committee.

The session will be chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard. Estlow, an ANPA director, is chairman of the Newspaper Insurance Advisory Group.

The Wednesday General Session on marketing and advertising, presented by the Newspaper Advertising Bureau, will include segments on national advertising, combating shared mail, technology and "selling strategies."

Topics tentatively scheduled for Convention clinics on Tuesday afternoon are: "R&D, What's New?" addressing such things as innovations in presses and ink; "Human Resources"; "Management and Leadership"; and "Shared Mail."

Registration information was mailed to the Association membership in late January.

Several optional tours are planned before, during and after the Convention. There will be a pre-Convention cruise to the Virgin Islands and five different post-Convention travel packages to the Bahamas, Bermuda and the Caribbean. Included in the registration package is a guide to the Caribbean prepared by The New York Times.

During the Convention, a sightseeing boat cruise and tours of Villa Vizcaya and Fairchild Tropical Gardens will be available. ☐

ANPA's Ford promoted to manager/technical services

John J. "Jack" Ford has been promoted to manager/technical services in ANPA's Technical Services Department.

Ford joined the department in 1980 as a production engineer following a 35-year career at newspapers.

John J. Ford

He formerly was in charge of the production departments at Calkins Newspapers of Levittown, Pa., Triangle Publications' Research and Development Center of Hightstown, N.J., Easton (Pa.) Publishing Co., and The Trenton (N.J.) Times. ☐

New member

The Maui News

Wailuku, Hawaii (circulation 16,093). Frances Cameron, publisher. ☐

An updated look at media and politics

Mass Media and American Politics, first published in 1980, has been updated by the author, Doris A. Graber, professor of political science at the University of Illinois in Chicago.

The text, punctuated with cartoons, charts and the author's research-based observations, includes a new chapter on the role played by the media as policy makers and a new discussion of "Trends in Media Policy." In the latter, Graber writes, "Unless there is a bold attempt to take control of the tides of change, the chances for new information ventures and for retaining a genuinely free press may vanish."

The 388-page, soft-cover book is available for $11.95 from CQ Press, 1414 22nd St. N.W., Washington, D.C. 20037. ☐

'Responsibilities of Journalism' forum

In a keynote address to a 1982 conference on "The Responsibilities of Journalism," NBC News Correspondent Edwin Newman declared: ". . . no institutional safeguards will protect the public from bad reporting."

Robert Schmuhl, assistant professor of American studies at the University of Notre Dame, where the conference took place, compiled presentations by Newman and others there. The resulting 140-page, hard-cover book, *The Responsibilities of Journalism*, is available for $13.95 from the University of Notre Dame Press, Notre Dame, Ind. 46556. ☐

Improving writing with word processing

Personal computers are already powerful tools as word processors. But their word-processing function can also be exploited as a means of improving writing, according to David F. Noble and Virginia Noble, authors of *Improving Your Writing with Word Processing*.

The book's focus is on how "macros," or strings of computer commands, can be used on a PC to perform diagnostics on sentence structure, grammar and style to improve unity, order, coherence and development in writing. The "tips" sections review some elements of good style and construction.

The 406-page book is available for $12.95 from Que Corp., 7999 Knue Road, Suite 202, Indianapolis, Ind. 46250. ☐

ANPA *Calendar*

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Minorities in the Newspaper Business Conference, sponsored by ANPA Foundation and ASNE
USA Today and the Key Bridge Marriott, Rosslyn, Va., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Boca Raton Hotel and Beach Club, Boca Raton, Fla., Feb. 20

Profiling Newspaper Personnel Management Workshop, sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

MARCH

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Management Development Workshop
Holiday Inn Lake Shore, Chicago, March 4-8

ANPA Legal Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Legal Affairs Committee-ANPA/ABA Task Force joint meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA Advanced Labor Relations Seminar-Letterpress
Marriott's Pavilion Hotel, St. Louis, March 11-12

ANPA Newspaper Quality Control Seminar-Letterpress
The Newspaper Center, Reston, Va., March 11-15

ANPA Conference for Newspaper Men and Women
Hotel del Coronado, San Diego, March 17-20

Strategic Planning Seminar, sponsored by ANPA and INPA
The Houstonian, Houston, March 24-28

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 25-29

APRIL

ANPA Industry Affairs Committee meeting
Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

ANPA

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Differing with ANPA on cross-ownership ruling

Your November issue quoted ANPA officials that passage of the federal cable bill "means . . . a Connecticut public utility department ruling barring newspaper/cable cross-ownership would be nullified."

The quoted information needs clarification. The DPUC ruling reaffirming Connecticut's long-standing First Amendment position against the cross-ownership of cable franchises by media, including daily newspapers, in the same geographic area, has been reaffirmed, not nullified. It was reaffirmed first by the Connecticut Supreme Court and then by Congress in House Report No. 934, 98th Congress. There the DPUC ruling against Times Mirror Co.'s cross-ownership of cable franchises and The Hartford Courant was specifically mentioned with the statement that no opinion was expressed on substance of the Connecticut litigation. That position has been confirmed in the new federal law, according to our legal counsel.

Another disappointing aspect of your quotation indicates the value ANPA places upon the positions of some of its smaller daily newspaper members. ANPA must have known that five Connecticut association members were active proponents of the DPUC ruling against Times Mirror. ANPA should have been aware that these newspapers strongly felt that the cross-ownership was a violation of First Amendment goals. Yet, ANPA made no effort to recognize in the November issue of **presstime** the existence of this opposing point of view.

While it was early known in Connecticut that ANPA philosophically differed with its Connecticut members on the issue of cross-ownership, it was not known that ANPA would itself actively lobby for unrestricted cross-ownership, which effectively meant opposition to the Connecticut exemption and support of Times Mirror's position.

Where members of ANPA have differing positions, we would expect that ANPA should not actively and publicly side with one group to defeat the position of other members without, at the very least, discussion of that proposed action with the members concerned. The Connecticut newspapers who are members of ANPA need to be reassured that their position will not again be so overridden.

ANPA now says there was a lack of communication. As we see it, ANPA had the responsibility to communicate its intended congressional activity in 1984 to its Connecticut members. Copies of (ANPA Executive Vice President) Jerry Friedheim's letters to Congressman John Dingell, chairman of the House Committee on Energy and Commerce, dated Jan. 6, 1984, and June 22, 1984, would have helped. Copies went to ANPA committee members including Robert Erburu, George Wilson and Scott Low, but the Connecticut members didn't see them until November, after the federal cable bill was passed.

We look forward to better communication in the future.

Carter H. White
Publisher, Record-Journal
acting for
The Bristol Press
The Herald (New Britain)
Journal Inquirer (Manchester)
New Haven Register and Journal-Courier
Record-Journal (Meriden)

Editor's note: ANPA apologizes for the initial miss in communications on this matter and since has been in proper contact with the Connecticut members involved. On the cross-ownership issue itself, the Association's opposition to a ban on cable/newspaper cross-ownership is in keeping with its longstanding policy position that opposes **all** *government efforts to prohibit newspapers from owning* **any** *other legitimate enterprises.*

Coupon coverage kudos

I think that Marcia Ruth's article in **presstime** (December) on couponing was the best roundup of information I have yet seen on the subject. It was a first-rate job of reporting on a very complex issue.

Congratulations!

Leo Bogart
Executive vice president
and general manager
Newspaper Advertising Bureau
New York, N.Y.

More 'lingo' from yesterday

I have just read your very interesting article "Newspaper Lingo—A Living Language," in the December issue.

As an ex-compositor in the hot metal days and one who has always been interested in the history of print, I was extremely pleased to think that there are still people in this modern day and age who have time to record what happened before the advent of black boxes and VDUs. . . .

May I be allowed to add a few more names to your list of "all our yesterdays":

Diss: To distribute type back into its case

Chapel: A group of printers. . . . The elected head of a group of printers is called the father.

Printers pie: Not something you eat. When loose type was dropped, a compositor would say he had "pied it"—mixed it all up.

Splash head: The lead article "splashed" across the page. "Banner" in your country.

A hamper: A story trebled or quadrupled across the top or bottom of a page.

Type size names: French names used up to quite recently in England to denote type size—Minion, 6½ pt.; Nonpareil, 6 pt.; Ruby, 5½ pt.

Heads and Tails: The tops and bottoms of pages

Side-stick: A long thin piece of metal used to stop the end characters of loose type falling down.

Way-goose: An annual feast provided by the master printer for his journeymen.

Wrong font: A different type to the one being used. Is sometimes used over here to denote a person who does not mix easily.

Smooting: Working for more than one employer.

The list is endless, but I felt I just had to write and give you a few to add to your collection.

P. H. Stainthorpe
Technical controller
Yorkshire Post Newspapers
Leeds, England

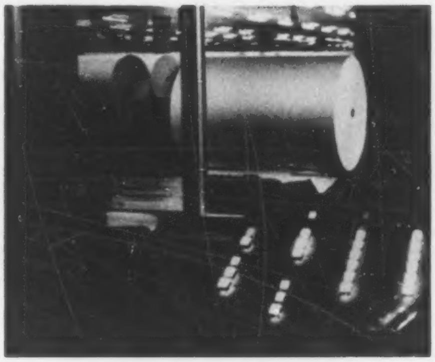
Covering 'small dailies'

I remember how often writers heard complaints and how seldom they heard praise.

So this is a bouquet of roses for the "Small Dailies" article (November). . . . You nicely caught the spirit of what a lot of us are doing out here. I'm pleased to be quoted, of course, and accurately so.

Chris Waddle
Managing editor
The Anniston (Ala.) Star

An Automatic Approach To Newsprint Roll Handling.



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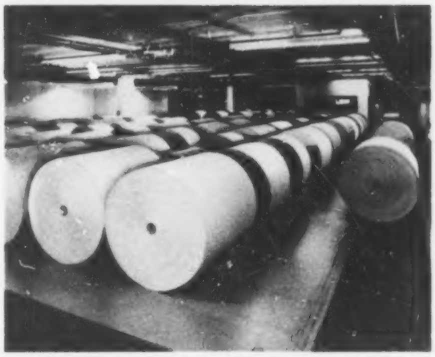

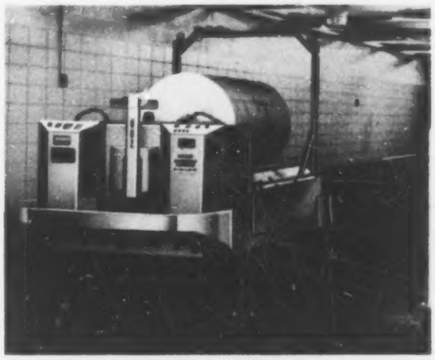

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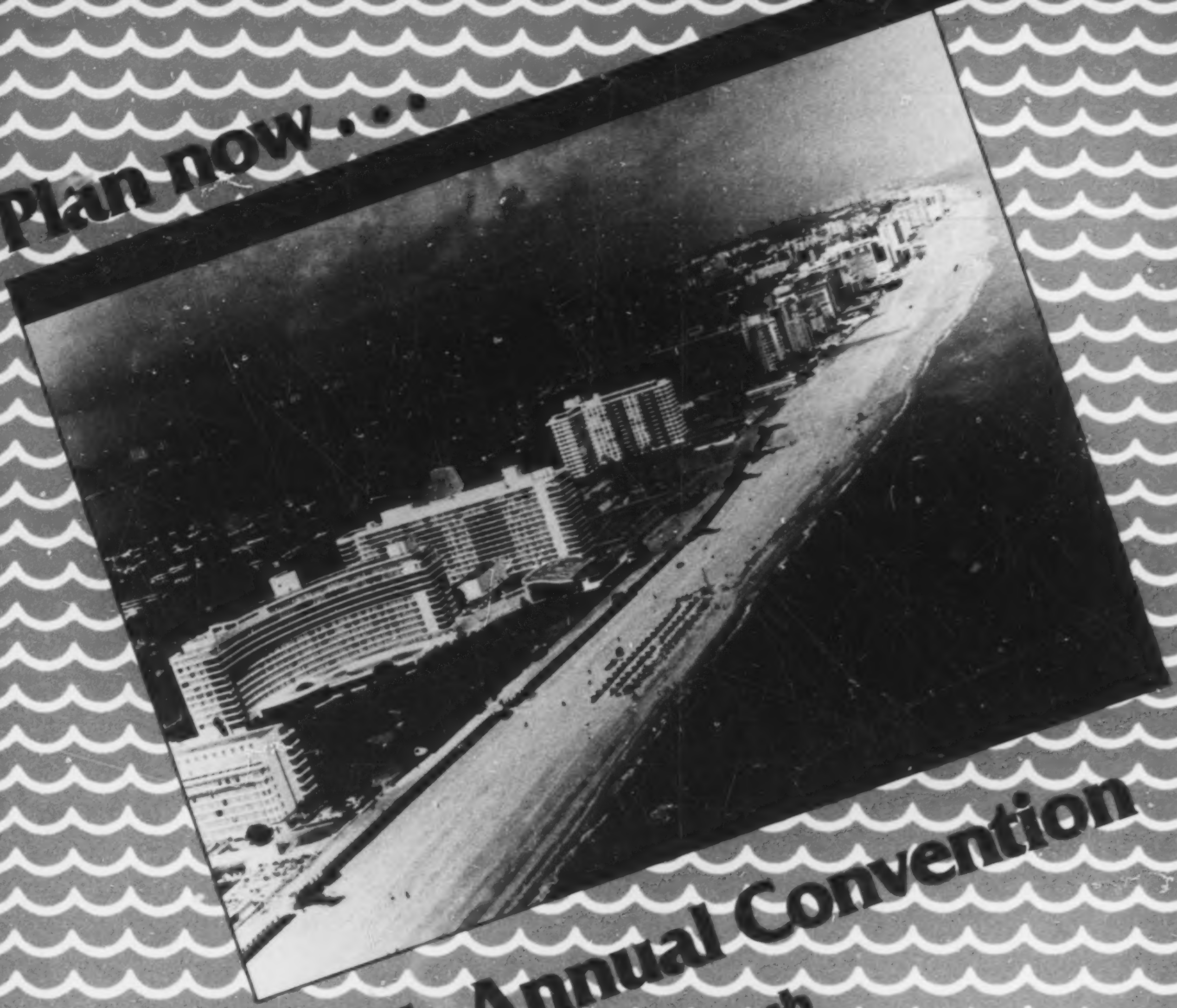

ANPA 99th Annual Convention

May 6-8, Miami Beach
The Fontainebleau Hilton

A slate of prominent U.S. and foreign political figures will highlight the Convention's focus on Latin America. Pre- and post-Convention travel opportunities also are planned.

Registration forms are in the mail.